

CALDWELL COUNTY ECONOMIC DEVELOPMENT COMMISSION

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VISION

**Establish our county as a desirable destination for
business, industry, retirement, and tourism**

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MISSION

**Facilitate the marketing of Caldwell County to encourage
job creation, retention, and investment**

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2007 STRATEGIC PRIORITIES

*** EXISTING INDUSTRY RETENTION AND EXPANSION ***

*** BUSINESS AND INDUSTRY RECRUITMENT ***

*** RAIL MANAGEMENT & PROMOTION ***

*** RETAIL & COMMERCIAL DEVELOPMENT ***

*** STRATEGIC MARKETING ***

*** PRODUCT DEVELOPMENT ***

*** WORKFORCE DEVELOPMENT ***

*** COMMUNICATIONS AND PUBLIC RELATIONS ***

EXISTING INDUSTRY RETENTION AND EXPANSION

- **Maintain an active existing industry visitation program for EDC Board and staff so as to recognize their contribution, respond to needs and concerns, and disseminate state and local incentive program details**
- **Nurture the Employer's Council to maturity**
- **Utilize Caldwell County Economic Development Incentives program proactively**
- **React quickly to industry needs**
- **Continue strong promotion of existing industry in media**
- **Continue Industry Appreciation Week and expand format**
- **Create a directory of businesses and industries in Caldwell County that is specific to our work**

BUSINESS AND INDUSTRY RECRUITMENT

- **Continue to explore supply chain relationships to existing businesses and industries and recruit these suppliers to our area**
- **Recruit targeted businesses and industries compatible with our needs; e.g., plastics, bio-technology, automotive, metal working, pharmaceutical and medical, research and development, service, distribution, and retirement**
- **Promote small business and entrepreneurship which lead to new business creation**
- **Participate aggressively with NC Department of Commerce, AdvantageWest, and NC Industrial Crescent in trade shows and prospect call missions**
- **Support the development of needed infrastructure for recruiting clients to the Foothills Regional Airport**
- **Continue utilizing Caldwell County Economic Development Incentive Grant program aggressively**

RAIL MANAGEMENT & PROMOTION

- **Complete the lease & operating agreement with Robinson Lumber Company**
- **Complete the final design for trans load site**
- **Complete construction of trans load site**

- **Conduct a regional marketing meeting for building supply stores concerning the availability of rail service for a wide array of wood products**
- **Complete feasibility study for intermodal facility for container operations, in support of Caldwell County furniture manufacturers, during 2007**

RETAIL & COMMERCIAL DEVELOPMENT

- **Continue partnerships with Chamber of Commerce, the City of Lenoir, and all other municipalities for retail & commercial retention and expansion**
- **With municipalities, create a retail & commercial marketing plan**
- **Provide support to both local and external development companies**

STRATEGIC MARKETING

- **Make it a Board priority to seek out and establish venture capital and private sector funding**
- **Utilize incentives criteria and policies in concert with Board of County Commissioners**
- **Continue to develop and utilize collateral marketing materials; e.g., brochures, information portfolios, DVDs**
- **Continue maintenance of EDC website and ensure all appropriate links are in place**
- **Establish as a priority an external advertising budget and program**
- **Maintain partnerships with Chamber of Commerce, City of Lenoir Economic Development Board, Retirement Alliance, Tourism Advisory Council, Greater Hickory Metro and the Greater Hickory Golf Classic so as to leverage our marketing and promotion**
- **Participate in activities of Advantage West and its' regional sub-group NCIC, the North Carolina Economic Developer's Association, the Southern Economic Development Council, and the International Economic Development Council which benefit our marketing knowledge, establish new networks, and permit participation in national and international recruitment and promotion of our image**
- **Support the efforts of "Future Forward"**

PRODUCT DEVELOPMENT

- **Maintain existing available sites and vacant buildings information utilizing our website**

- **Utilize CDBG, IRB, and EDA programs to deploy infrastructure and other needs pertinent to new product development**
- **With assistance from private developers and external resources, create new sites for industrial, commercial, and retail development**

WORKFORCE DEVELOPMENT

- **Enhance partnerships with CCC&TI, the Employment Security Commission, Western Piedmont Council of Governments, and Small Business Technology & Development Center in all programs leading to a successfully trained and educated workforce**
- **Foster the growth of the NC Center for Engineering Technology**
- **Publicize our positive workforce preparedness efforts through our marketing and public relations efforts**
- **Support business-education programs, with priority emphasis on upholstery and composite plastics training**

COMMUNICATIONS AND PUBLIC RELATIONS

- **Establish programs for all the following internal communications needs:**
 - **Continue aggressive EDC press, TV, and radio promotion and exposure**
 - **Maintain the promotion of client successes through media releases**
- **Establish programs for all the following external communications needs:**
 - **Utilize our marketing brochure for external use**
 - **Collaborate with allied agencies to further our image development toward targeted industries**

Approved and adopted by the EDC Board of Directors on Tuesday, December 05, 2006