

# **ECONOMIC DEVELOPMENT COMMISSION of CALDWELL COUNTY**

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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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## **2008 STRATEGIC PRIORITIES**

- \* EXISTING INDUSTRY RETENTION AND EXPANSION \***
- \* BUSINESS AND INDUSTRY RECRUITMENT \***
- \* RETAIL & COMMERCIAL DEVELOPMENT \***

# **EXISTING INDUSTRY RETENTION AND EXPANSION**

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- **Establish an ongoing business retention/expansion program, using staff to make and follow-up on contacts**
- **Partner with and coordinate activities within local agencies to assist local industry as necessary to enhance expansion opportunities**
- **Promote existing industry in the media**
- **Continue Industry Appreciation Week**
- **Maintain a directory of businesses and industries in Caldwell County with the purpose of developing joint venture opportunities for these companies**
- **Enhance partnerships with CCC&TI, the Job Link Center, the Employment Security Commission, Western Piedmont Council of Governments, and the Small Business Technology & Development Center in all programs leading to a successfully trained and educated workforce**
- **Utilize local incentives as appropriate to assist industry with expansion opportunities**

# **BUSINESS AND INDUSTRY RECRUITMENT**

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- **Continue to explore supply chain relationships within existing businesses and industries and identify recruitment opportunities for these relationships**
- **Recruit businesses and industries compatible with the county's needs; e.g., plastics, biotechnology, automotive, metal working, wood working, pharmaceutical and medical, service, distribution, information technology, housing, and retirement**
- **Promote small business and entrepreneurship by partnering with The Small Business Center at CCC&TI, The Caldwell County Chamber of Commerce Entrepreneurial Network, The Small Business Technology Development Center, and The Blue Ridge Entrepreneurial Council**
- **Participate aggressively with NC Department of Commerce, AdvantageWest, and NC Industrial Crescent in trade shows and prospect call missions**
- **Continue to support the development of needed infrastructure for recruiting clients to the Foothills Regional Airport**
- **Gain control of and work toward certification of industrial site or sites within the county**

# **RETAIL & COMMERCIAL DEVELOPMENT**

- **Continue partnerships with Chamber of Commerce, , and all municipalities for retail & commercial retention and expansion**
- **With municipalities, continue development and management of a retail & commercial marketing plan**
- **Continue to work with local and external development companies to enhance these contacts**
- **Develop a Corridor Marketing Strategy, taking advantage of high volume of traffic on the Highway 321 "Golden Corridor"**
- **Continue developing a list of proposed commercial/retail sites and market these as appropriate**
- **Continue to develop contacts with retail developers that will enhance our marketing efforts with these clients**