

## Lee County Economic Development Corporation Work Plan 2008

### :: Create Industrial & Residential Growth

Enhance the potential of Lee County for attracting new, high quality industry; fostering the growth of existing business and industry; and attracting new residential development.

#### ▶ What We'll Do

- Focus on existing business retention and expansion.
- Work with Community Development and Public Works to set priorities for infrastructure improvements.
- Help develop ways to expand the water and sewer system.
- Identify new areas for industrial development and recommend appropriate zoning.
- Support and promote comprehensive city-town-county planning and ordinances for high-quality development.
- Encourage and assist projects that will improve existing industrial sites and buildings.
- Work with the Sanford Area Chamber of Commerce and CCCC Small Business Center to identify and meet small and entrepreneurial business needs, create forums for businesses to share ideas and ensure an effective working relationship among industries, businesses and the broader community.
- Complete development of the Lee County Industrial Park, if funded.
- Compile an information package for retail developers.
- Work in partnership with the BRAC Regional Task Force to secure military business grants.
- Create a new revolving loan fund to take advantage of emerging opportunities.
- Maintain updated information on industrial buildings and sites.
- Promote Career Readiness Certification to strengthen local business, industry and the county labor market.

### :: Promote Lee County

Promote the county, to internal and external audiences, as a quality place for industrial, business and mixed-use development.

#### ▶ What We'll Do

- Work with the Sanford Area Chamber of Commerce and other local organizations to develop promotional material.
- Maintain a strong working relationship and participate in marketing efforts with the North Carolina Department of Commerce, industrial site-selection specialists and other economic development allies.
- Participate in marketing efforts with the Research Triangle Regional Partnership.
- Develop a marketing plan, with targeted advertising and exhibits at industrial trade shows.
- Develop a portfolio of promotional pieces, including a functional Web site, targeting our goals and reinforcing essential themes.

### :: Strengthen the Organization

Provide an organization that is flexible, efficient and responsive to the always-changing needs of groups we serve.

#### ▶ What We'll Do

- Operate a balanced budget with sufficient reserves.
- Maintain an effective organizational structure and a professional staff.
- Provide clear, ongoing information on EDC activities to various board members.
- Remain current on state and federal rules and regulations, both existing and proposed, relating to economic development.
- Maintain a strong working relationship with the Sanford Area Chamber of Commerce, CCCC Small Business Center, Committee of 100 and other agencies who assist with economic development.
- Apply for Accredited Economic Development Organization (AEDO) certification for the Lee County EDC.