

EDC MISSION	EDC OBJECTIVE	GOALS	OBJECTIVES
		1. Continue to evolve a business friendly environment through infrastructure development and creating business areas that attract businesses, consumers & tourists.	<p>A. Explore the viability of renovating the historic United Methodist Church by the old Courthouse as a location on the Historical Registry for businesses and/or a cultural center.</p> <p>B. In cooperation with the Northern Neck Regional Planning District Commission and Callao business owners, complete the ongoing Business District Revitalization Project for Callao.</p> <p>C. Continue to administer the Incentive (Beautification) Grant Program.</p> <p>D. Revisit the development of sanitation systems in additional county villages should financial resources to support such an effort become available.</p>
		2. Promote and support the expansion & increased revenues of existing businesses.	<p>A. Coordinate and market the “Shopping Trail” of Consignment, Thrift, Gift, and Antique shops.</p> <p>B. Organize a Northumberland County “Shop Local” website for local business participation.</p> <p>C. Support expansion of the heritage industries: fishing, oystering, crabbing; farming; forestry.</p> <p>D. Continue to conduct the Mini-Loan Program.</p>
		3. Attract and support the development of new, diversified businesses.	<p>A. Maintain an inventory of key existing businesses, county resources and assets, and non-profit organizations related to economic and business development/ opportunities.</p> <p>B. Promote existing and encourage new waterside seafood parks/markets for sale of fresh seafood—Port of Reedville, Buzzards Point.</p> <p>C. Foster development and promote Aging-in-Place Services for the retiree population (i.e., trash pick-up, regular yard & gutter cleaning, certified aging-in-place contractors for home modification, concierge services, expanded menu of home care options, light housekeeping, meal preparation, in-home fall risk assessment; etc.). Collaborate with Bay Aging as appropriate.</p> <p>D. Encourage development of an assisted living facility in the county, preferably in Callao.</p> <p>E. Support James Madison University’s research and expansion of educational opportunities and emerging programs at Bluff Point.</p> <p>F. Assist businesses that might qualify for incentives under the County’s Enterprise Zones.</p> <p>G. Support local Business Incubator initiatives.</p> <p>H. Foster development of Cockrell’s Creek and Harbor.</p> <p>I. <u>Promote STEM technologies to foster high paying jobs.</u></p>
		4. Promote and encourage tourism and the businesses serving it.	<p>A. Foster the establishment of “destination tourist sites” and “destination shopping areas” by strengthening the “personalities” of the county’s Villages, through actions such as enhancing accessible parking, packaging the strengths and activities in a village, encouraging tours, supporting special events, and promotion of the villages.</p> <p>B. Promote biking, kayaking, canoeing, and bird watching & wild life trails.</p> <p>C. Foster further development of the Chesapeake Bay Maritime Heritage trail and provide additional training opportunities for waterman on ecotourism opportunities.</p> <p>D. Foster further development of the Farming Heritage via promoting “working vacations” with farmers, visitations to the 17 Century farms (been in the family over 100 years), and the farm museum, and encouraging new tourism opportunities with llama/alpaca farms.</p> <p>E. Support the expansion and promote the Artisan Trail and related outlets for sale of artisans’ products.</p> <p>F. Promote the Chesapeake Bay Wine Trail including winerys, breweries and distilleries.</p> <p>G. Support further development of the Oyster Trail and eco-tourism.</p> <p>H. <u>Support ongoing development of the Water Trail and increased participation by local watermen</u></p>
		5. Enhance the capacity of the workforce through the provision of education, training and technical assistance for new or existing businesses and support for public/private education and housing initiatives.	<p>A. Collaborate with Rappahannock Community College and the University of Mary Washington in the design of adult education for business development and/or expansion.</p> <p>B. Conduct educational programs for residents on topics to enhance business/entrepreneurial acumen and/or to expand opportunities in business development in the heritage industries— aqua-farming, agriculture, and forestry.</p> <p>C. Offer linkages to experts for 1:1 consultation and technical assistance for businesses.</p> <p>D. Encourage the development of workforce housing to provide attractive and affordable housing for service workers, such as teachers, nurses, police officers, and emergency personnel, in close proximity</p>

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		6. Develop financial support for Economic Development Commission initiatives.	<p>A. Secure resources for the implementation of the “shopping trail” for consignment, thrift and antiques shops.</p> <p>B. Conduct session on how to access and use Enterprise Zone financial supports and tax options.</p>
		7. Enhance visibility of the County, Commission, businesses, and residential and tourism opportunities through enhanced marketing, outreach and public relations.	<p>A. Design a comprehensive, long range, multimedia marketing and public relations plan.</p> <p>B. Expand use of the County’s website to enhance business and tourism using strategies such as: YouTube videos on the county, links to local businesses, “shop local” page for businesses to participate, calendar of upcoming events, shopping trail coupons & events, links to economic and business development resources, announcements of trainings, and posting of news articles, magazine articles, videos or other promotional materials on local businesses.</p> <p>C. Develop a Fact Sheets or brochures on the Economic Development Commission, tourism opportunities, and businesses in the county.</p>
		8. Maintain strong working relationships with national, state, regional, and local governmental officials, economic development-related organizations, and educational institutions to ensure collaboration, coordination, and synergy in the development and implementation of initiatives.	<p>A. Maintain strong, mutually-beneficial working relationships with the full range of organizations involved in economic development such as: Northern Neck Regional Planning Commission, Northern Neck Chesapeake Bay Partnership, Northern Neck Tourism Commission, Virginia Employment Commission, Virginia Department of Economic Partnerships, Small Business Development Center-University of Mary Washington, and Center for Innovative Technology,.</p> <p>B. Develop stronger relationships with existing local businesses. Develop articles on businesses and offer assistance.</p> <p>C. Strengthen relationships with Chamber of Commerce.</p> <p>D. Develop an action plan for regular communication with elected and appointed governmental officials at all levels.</p>