



# Joint Industrial Development Authority of Wythe County, Virginia

## **Strategic Plan**

*Revision Adopted June 23, 2016*

### **Priorities and Goals**

1. Continue emphasis on industrial development
2. Continue focus on existing business retention and expansion
3. Support small business development
4. Support other local and community economic development efforts
5. Support workforce development efforts
6. Maintain optimum external communication

### **Objectives and Actions**

#### ***Continue Emphasis on Industrial Development***

1. Market Progress Park and other industrial sites in conjunction with Virginia Economic Development Partnership and Virginia's Industrial Advancement Alliance (aCorridor)
2. Continue to serve as an authorized bonding authority
3. Continue the work of the Crossroads Regional Industrial Facilities Authority
4. Continue administration of the Wythe County Enterprise Zone
5. Work with various utility providers to ensure availability of needed services

#### ***Focus on Existing Business Retention and Expansion***

1. Work toward revamping and re-launching the Wythe Manufacturing Council
2. Regularly visit existing industrial businesses serving as a one-stop contact for support services and listening to needs and plans of companies
3. Advocate for access to same incentives as offered to new business recruitment

#### ***Support Small Business Development***

1. Have appropriate staff to support small business
2. Work with small businesses as needed and make referrals to long-term solutions when necessary
3. Work with the Southwest Virginia Cultural Heritage Foundation and with the Small Business Development Center to bring access to small business advising to the area
4. Continue to market and administer the Revolving Loan Fund
5. Partner with VT Extension to support agricultural small businesses

### ***Support Other Local and Community Economic Development Efforts***

1. Support downtown revitalization efforts in Wytheville and Rural Retreat
2. Assure effectiveness and appropriate location of Wythe County Enterprise Zone territory
3. Support Wythe County's Interchange Development Project
4. Support the tourism efforts of all local jurisdictions
5. Support Wytheville-Wythe-Bland Chamber of Commerce development efforts

### ***Support Workforce Development Efforts***

1. Support the New River/Mount Rogers Workforce Investment Board
2. Continue to work with and support Wytheville Community College
3. Support Wythe County Technical Center
4. Support Wythe-Bland Foundation efforts directed toward education, especially STEM-H
5. Support the efforts of the Southwest Virginia Alliance for Manufacturing and its Advanced Manufacturing Center of Excellence
6. Work with educational partners at all levels toward developing a pipeline of qualified workforce

### ***Maintain Optimum External Communication***

1. Ensure that VEDP and aCorridor are aware of local assets
2. Produce an annual report for stakeholders of major and notable activities
3. Maintain an effective web presence for WytheIDA.org and ProgressPark.org
4. Give presentations to civic clubs and other groups regarding local economic development
5. Regularly interact with jurisdictions and administrators to encourage economic development opportunities
6. Regularly take advantage of opportunities in media to share the good news of economic development in Wythe County
7. Maintain an active social media presence across multiple platforms