

# **ECONOMIC DEVELOPMENT STRATEGY ACTION PLAN**

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## **FUTURE ECONOMIC VISION OF JACKSON COUNTY**

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Jackson County's diverse economy and innovative economic development efforts ensure continued growth and vibrancy within the local, regional, state, and global marketplace

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## **ECONOMIC STRATEGIES**

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### **Strategy I:**

Create an economic development plan for Jackson County.

### **Strategy II:**

Create a streamlined mechanism for permits, requirements and licenses to make it user-friendly to start and maintain businesses.

### **Strategy III:**

Determine the feasibility of creating a central web site and/or an "e-commerce web site as a central and primary resource for anyone researching the possibility of doing business within Jackson County.

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## **ECONOMIC DEVELOPMENT KEY CHALLENGES**

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1. The many layers of government.
2. Resistance to growth and change.
3. Fragmented community vision.

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## **ECONOMIC STRATEGY ACTION STEPS**

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### **Strategy I:**

#### **Create an economic development plan for Jackson County**

1. Create a "joint economic committee" to oversee implementation of the economic plan,
2. Conduct an Economic Survey and Community Assessment,
3. Collect and analyze existing County Economic Development Plans,
4. Solicit information from consultants for creation of the Economic Development Plan,
5. Identify community economic strengths and weaknesses,
6. Conduct another economic conference inviting key stakeholders,
7. Categorize outcomes into major categories each with specific goals and objectives,
8. Create the 5-year Jackson County Economic Strategic Plan,

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9. Facilitate support for the economic plan,
10. Develop a public awareness campaign for the economic plan,
11. Evaluate indicators of success through benchmarking and follow-up.

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### **ECONOMIC STRATEGY ACTION STEPS**

#### **Strategy II:**

#### **Create a streamlined mechanism for permits, requirements and licenses to make it user-friendly to start and maintain businesses**

1. Collect copies of all permits,
2. Create a flow chart to analyze the various “procedures and steps” now required in the permitting and inspection process
3. Determine the feasibility of standardizing,
4. Make recommendations for implementation,
5. Develop a marketing and public awareness campaign,
6. Determine and evaluate indicators of success through benchmarking and follow-up.

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### **ECONOMIC STRATEGY ACTION STEPS**

#### **Strategy III:**

#### **Determine the feasibility of creating a central web site and/or an “e-commerce web site as a central and primary resource for anyone researching the possibility of doing business within Jackson County**

1. Survey existing governmental web sites that now exists,
2. Conduct a survey of best practices for combined or e-commerce web sites,
3. Identify an existing entity to manage a centralized web site or e-commerce web site,
4. Conduct an information forum with key stakeholders,
5. Make recommendations for implementation of a central or e-commerce web site,
6. Develop a marketing and public awareness campaign,
7. Determine and evaluate indicators of success through benchmarking and follow-up.