

**Anson Economic
Development Corporation**

STRATEGIC PLAN

2021-2025

[BOARD SUMMARY]

ANSON ECONOMIC DEVELOPMENT CORPORATION

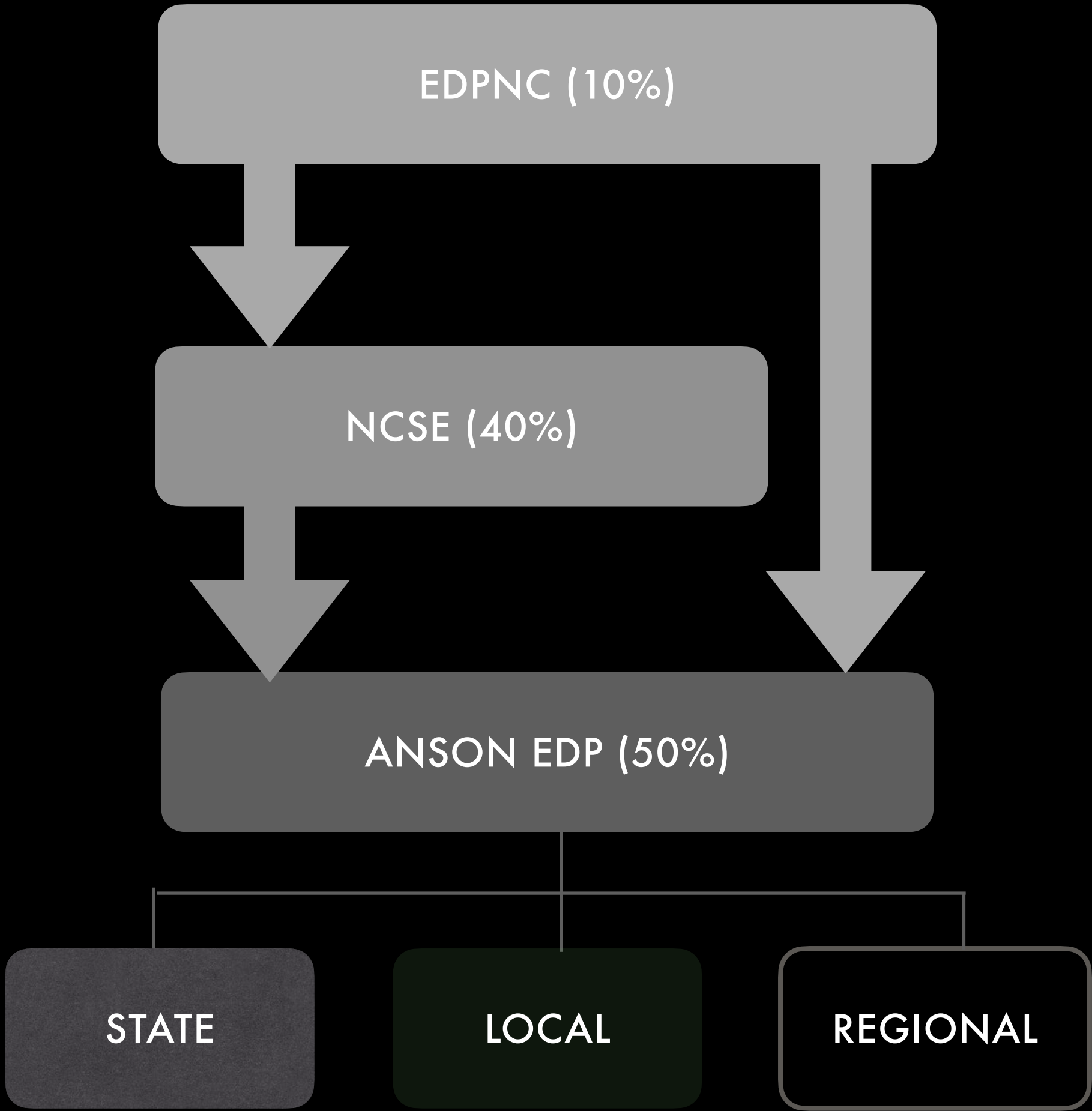
MISSION STATEMENT

**THE ANSON ECONOMIC DEVELOPMENT
CORPORATION PROMOTES
ENVIRONMENTALLY RESPONSIBLE
ECONOMIC GROWTH AND SUSTAINABLE
PROSPERITY FOR ANSON COUNTY,
NORTH CAROLINA.**

ECONOMIC DEVELOPMENT ECOSYSTEM

COOPERATION WITH STATE AND REGIONAL AGENCIES

- Economic Development Partnership of North Carolina (EDPNC)
- North Carolina's Southeast (NCSE)
- Internal Project Generation (Includes existing industry expansion)
- Partner Leads



TARGET MARKET SECTORS

WHERE OUR EFFORTS ARE FOCUSED

85% of the county's existing industry base falls into one of these categories

Sectors show good to excellent opportunity for growth over next five years



Sectors are consistent with targeted recruiting efforts by NCSE

TARGET ECONOMIC DRIVERS

FUNCTIONAL ASPECTS OF THE ECONOMY

Economic drivers cross sectors and represent the functional aspects of the economy

OUTDOOR ECONOMY

TRANSPORTATION & LOGISTICS

RETAIL AND RESTAURANT

RESIDENTIAL

Drivers present good opportunities for growth over next five years

Drivers are consistent with targeted recruiting efforts by NCSE

PRIMARY ORGANIZATIONAL OBJECTIVES

WHAT WE ARE TASKED WITH DOING

Creating Jobs

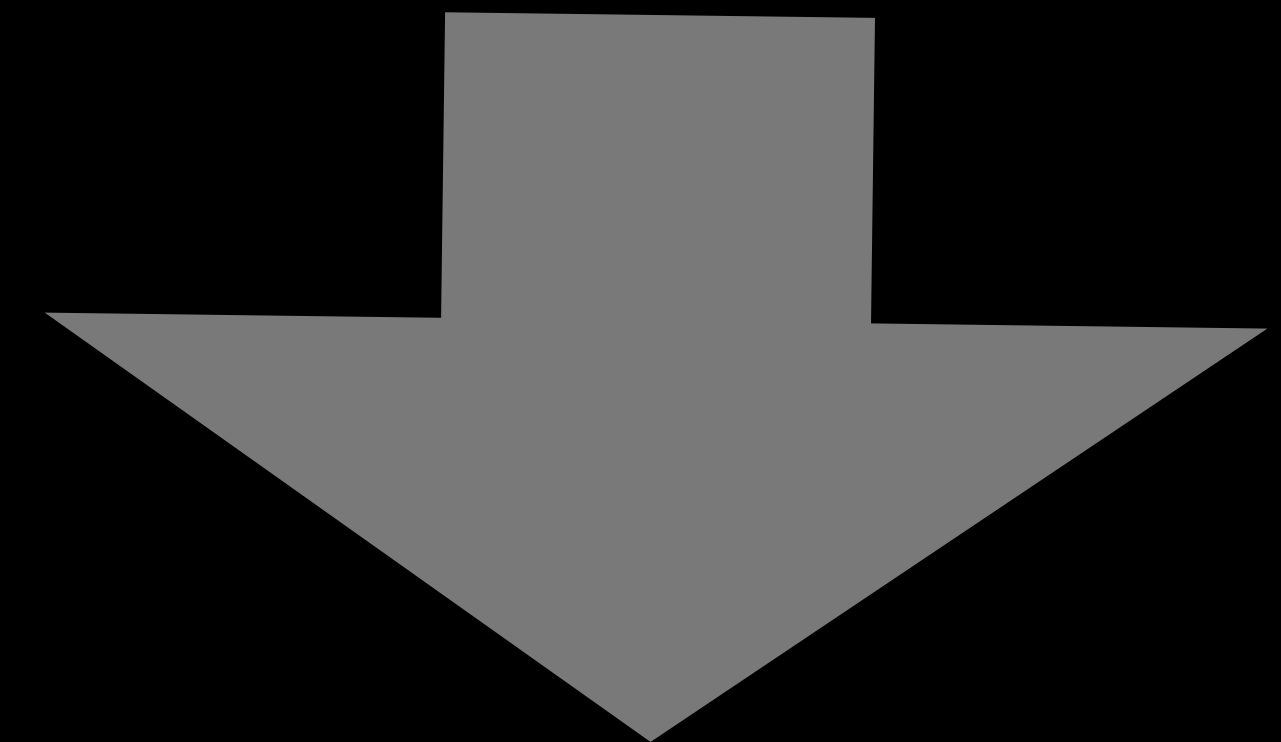
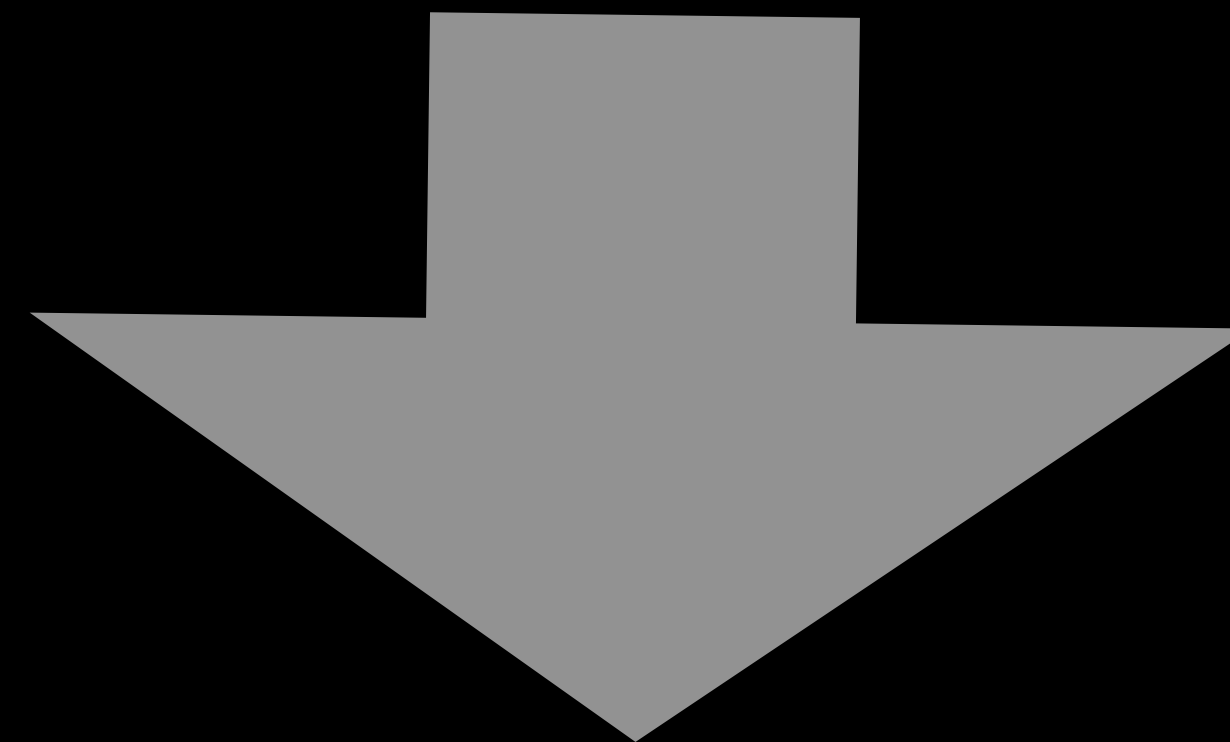
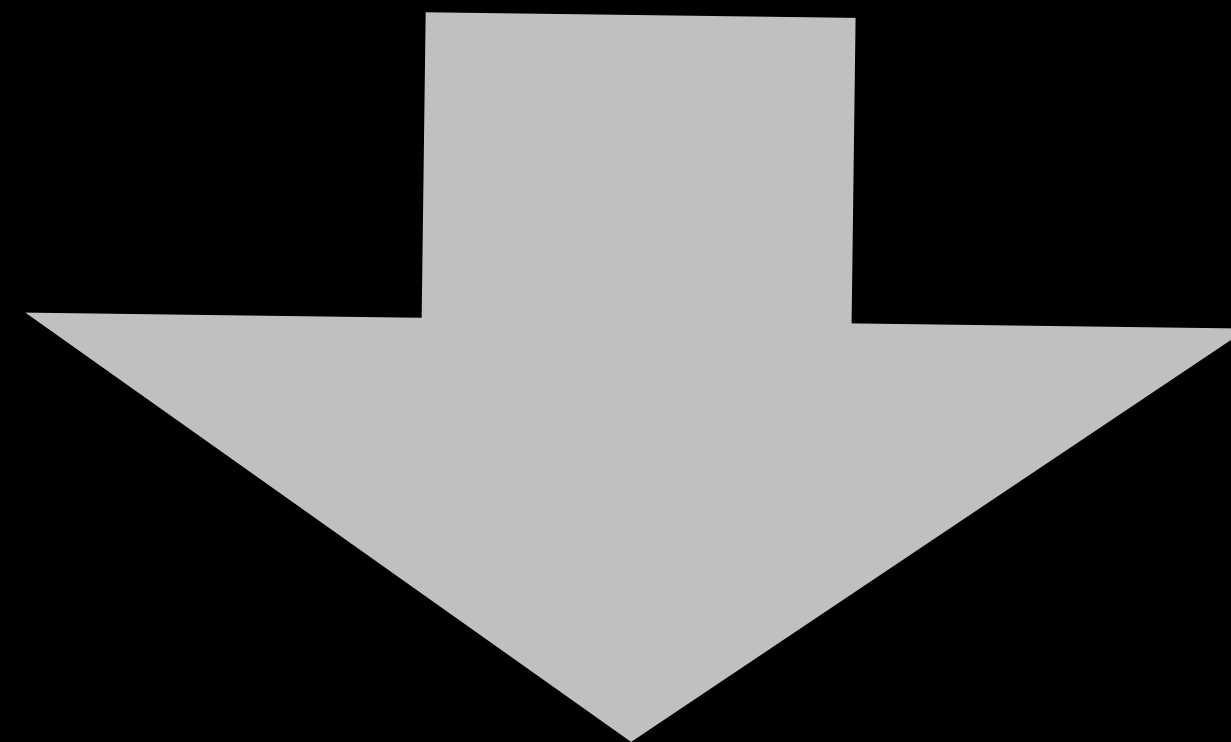
New jobs held primarily by Anson County residents that pay at or above the standard labor rate and include benefits

Adding Tax Base

New property and sales tax revenue for the county and associated municipalities, along with revenue directly derived from utilities

Building Capacity

Providing communities with the resources to create sustainable prosperity through entrepreneurial and workforce development



PILLARS OF ORGANIZATIONAL SUCCESS

HOW WE ACHIEVE THOSE OBJECTIVES

PRODUCT DEVELOPMENT	PERSONNEL DEVELOPMENT & SUCCESSION
RECRUITING, MARKETING & BRANDING	WORKFORCE DEVELOPMENT
ENTREPRENEURSHIP	INDUSTRY RECOGNITION & SUPPORT

“

THE PERCENTAGE OF PROJECTS THAT
GO FROM INQUIRY TO
ANNOUNCEMENT IS DICTATED
PRIMARILY BY AVAILABLE PRODUCT

”

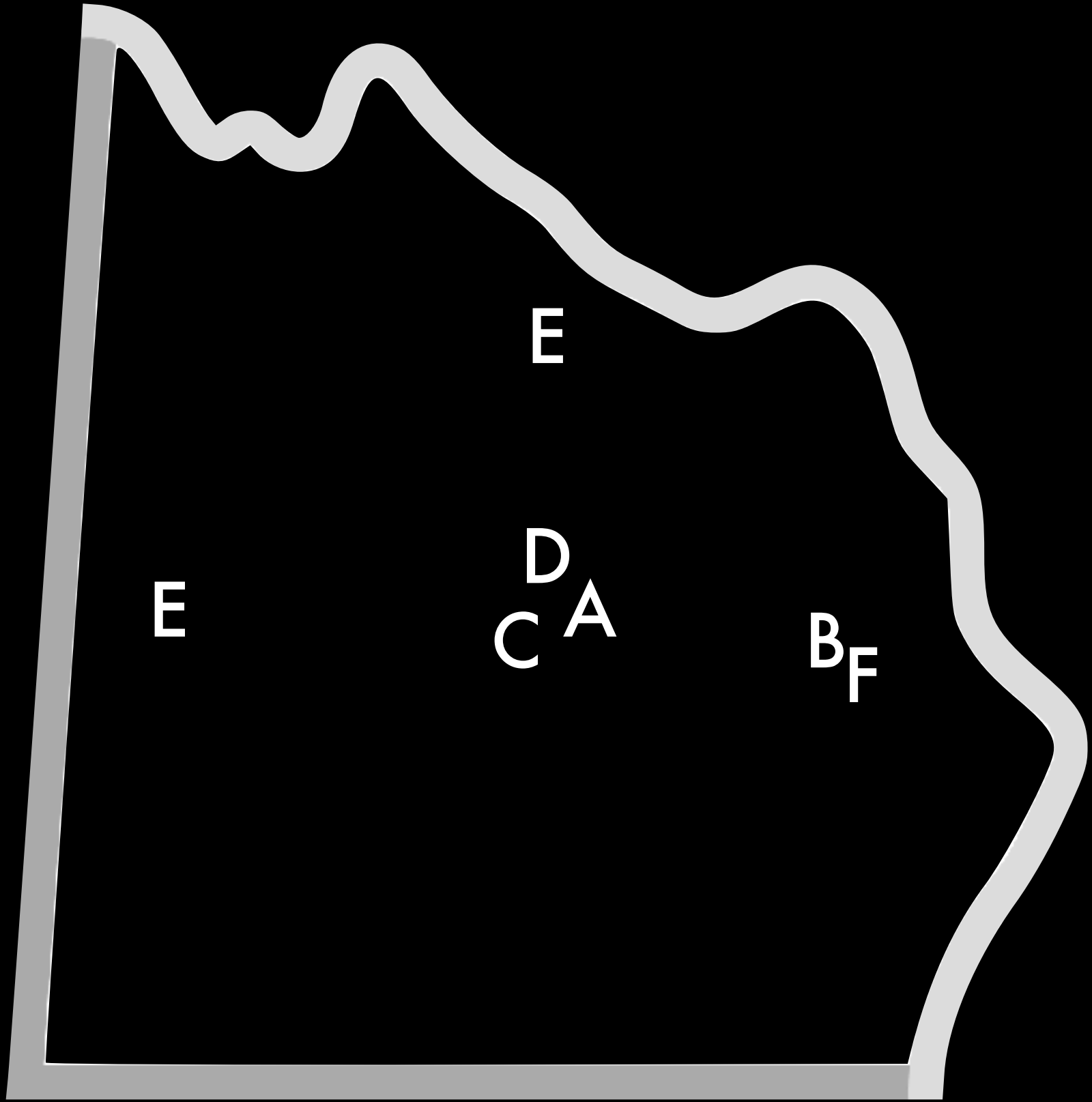
PRODUCT DEVELOPMENT

INCREASE THE AVAILABLE CATALOG OF VIABLE BUILDINGS AND SITES

A. Groundbreaking for Shell Building at Wadesboro Industrial Park (2022)

B. Complete water and sewer improvements at Atlantic Gateway Logistics Park (2022)

C. Extend utilities north of railroad at Kitty Bennett Road (2023)



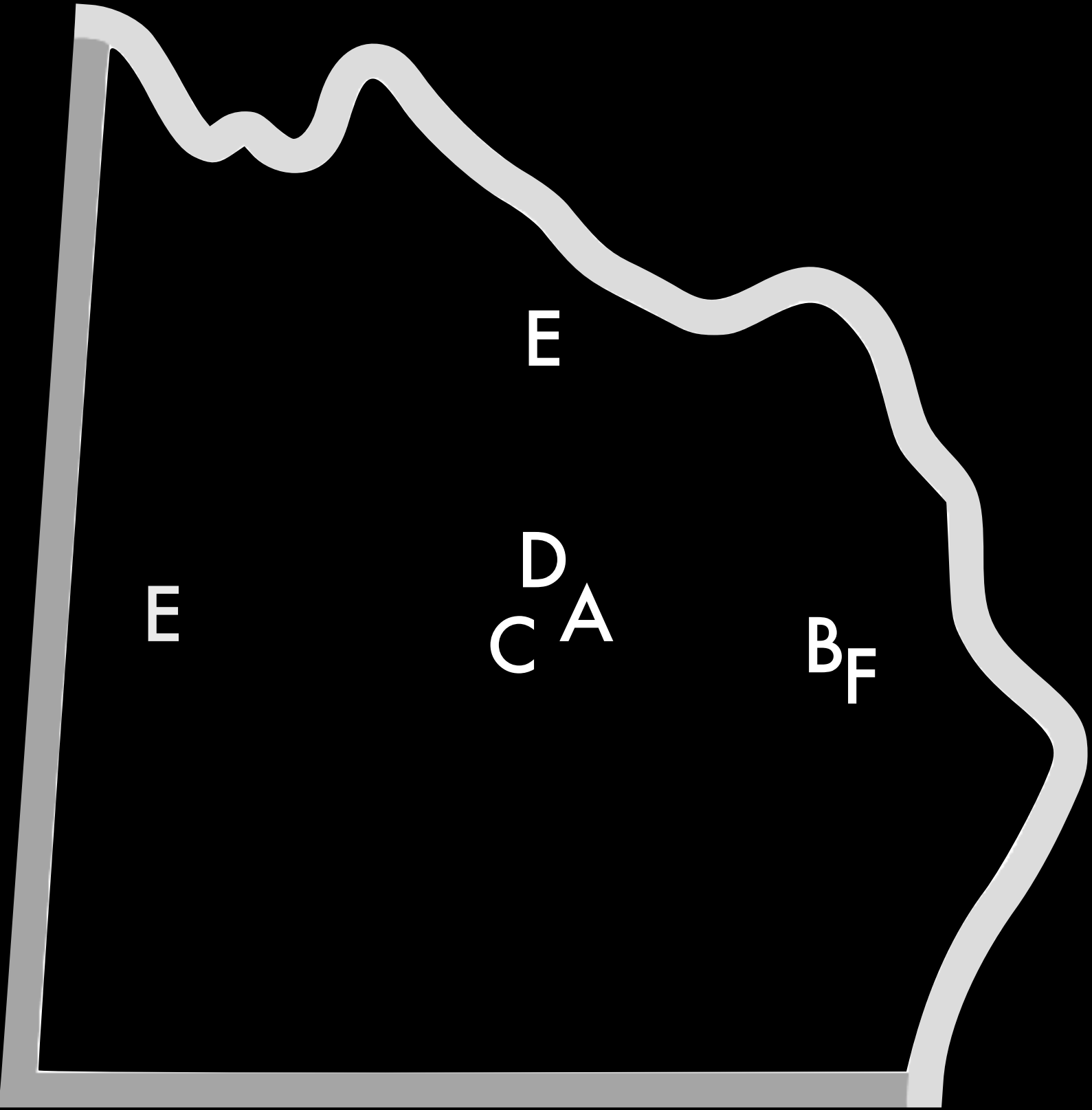
PRODUCT DEVELOPMENT

INCREASE THE AVAILABLE CATALOG OF VIABLE BUILDINGS AND SITES

D. Commission master plan of county property at Airport (2023)

E. Identify and “option” 150-200 acre business park site in Western or Northern part of county (2023-2024)

F. Groundbreaking for Shell Building at Atlantic Gateway (2024-2025)



RECRUITING, MARKETING & BRANDING

FOCUS AND ENHANCE THE COMMUNITY IMAGE TO RELOCATING COMPANIES

✓ A. Major refresh of the county ED brand and website (2021)

✓ B. Improve the usability, accuracy, and reach of the site and building search portal (2021)

C. Promote positive stories about the community to local media outlets (Ongoing)

PRINT MEDIA

WEBSITE & SOCIAL MEDIA

SECTOR-SPECIFIC EVENTS

SITE SELECTOR EVENTS

TARGETED GEOGRAPHIC VISITS

SIGNAGE/WAY-FINDING

RECRUITING, MARKETING & BRANDING

FOCUS AND ENHANCE THE COMMUNITY IMAGE TO RELOCATING COMPANIES

D. Annually review target sectors and target drivers to ensure alignment with region and state (Ongoing)

E. New entry signage on U.S. 74 (2023)

F. Major refresh of the county ED brand and website. (2024)

PRINT MEDIA

WEBSITE & SOCIAL MEDIA

SECTOR-SPECIFIC EVENTS

SITE SELECTOR EVENTS

TARGETED GEOGRAPHIC VISITS

SIGNAGE/WAY-FINDING

ENTREPRENEURSHIP

EXPAND OPPORTUNITIES FOR RESIDENTS TO CREATE THRIVING BUSINESSES

A. After the threat of the pandemic has lessened, steer REV back toward its intended purpose as a business incubator and coworking space (2021-2022)

B. Resume entrepreneurially-focused programming monthly at REV (2021)

C. Host a coworking “scholarship” competition to build buzz about REV and bring budding entrepreneurs to the forefront (2022)

REV UPTOWN REOPENING TIMELINE

MAR 29, '21

REGULAR OFFICE HOURS

APR 26, '21

REGULAR COFFEE HOURS

MAY 3, '21

COWORKING RELAUNCH

JUN 7, '21

BORGSTENA RETURN

ENTREPRENEURSHIP

EXPAND OPPORTUNITIES FOR RESIDENTS TO CREATE THRIVING BUSINESSES

D. Develop a “Vetrepneur” program to encourage honorably discharged veterans to locate and start businesses (2022)

E. Expand the REV concept to the Peachland-Polkton area with a facility focused on “makers.” (2023)

F. Hold an Outdoor Recreation Economy competition to create interest in this sector (2024)

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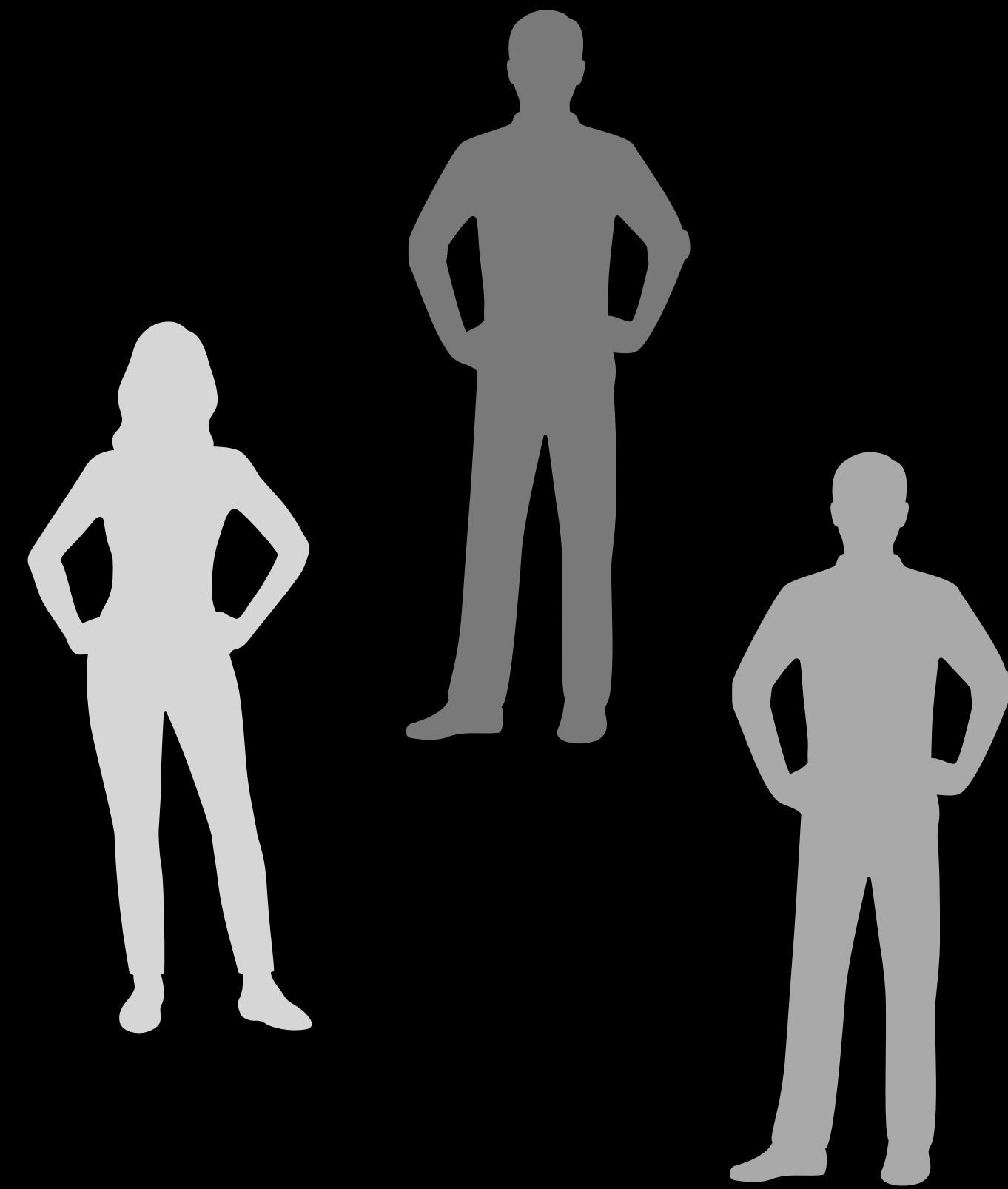
PERSONNEL DEVELOPMENT & SUCCESSION

COMPREHENSIVE PLAN FOR EMPLOYEE TRAINING AND REPLACEMENT

✓ A. Develop timeline scenarios for existing staff training, compensation, and end-of-service (2021)

B. Develop an emergency action plan in the event of unexpected EOS (2021)

C. Determine when to add staff and in what capacity to ensure a smooth EOS transition (2023)



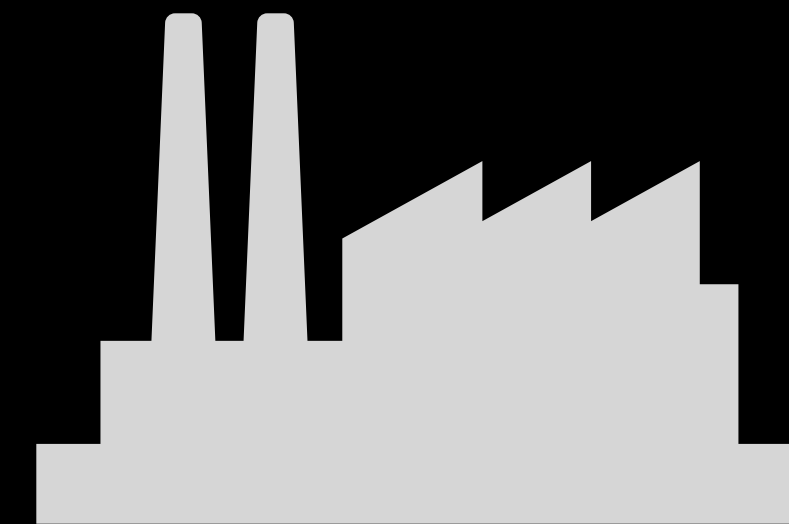
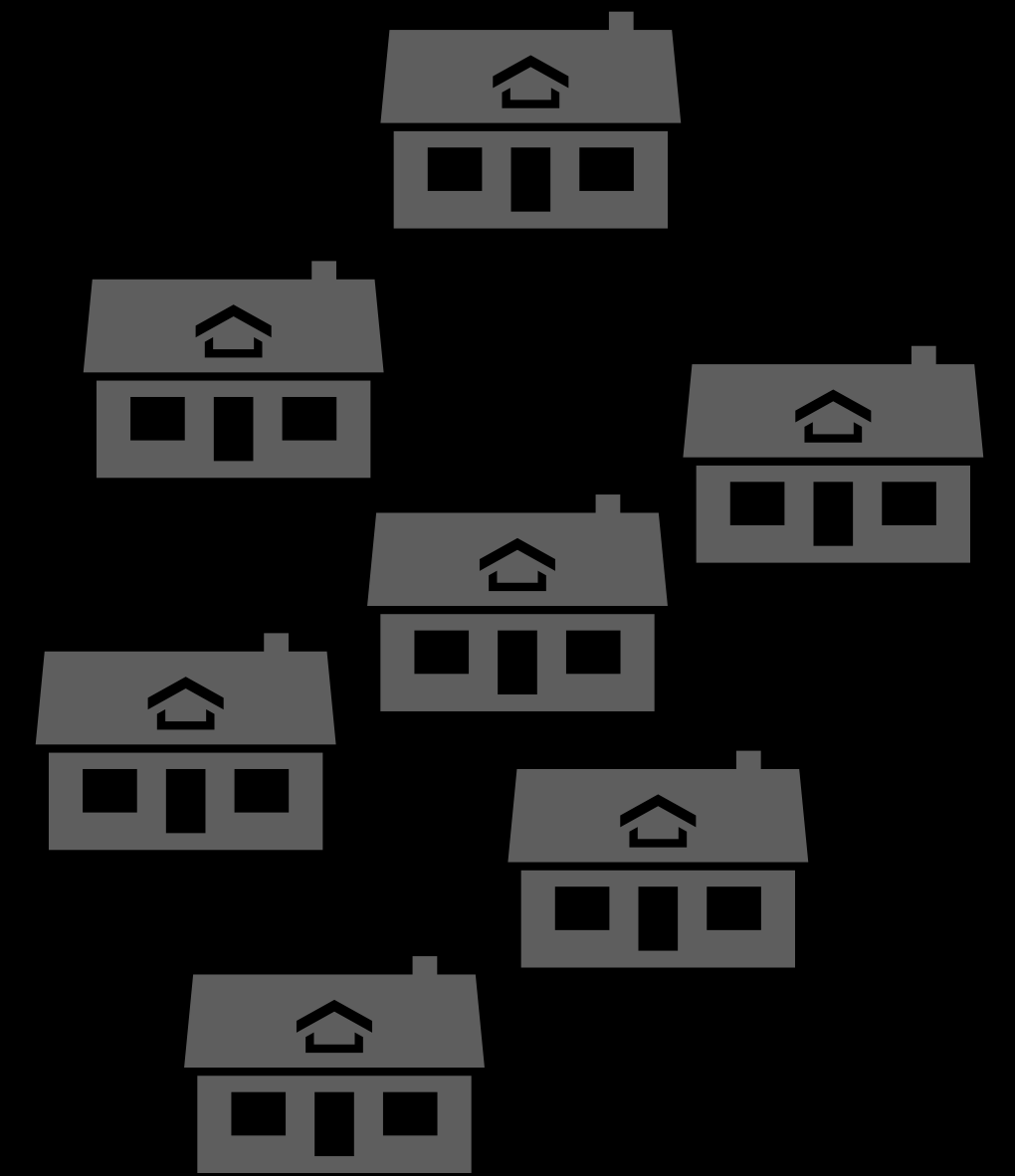
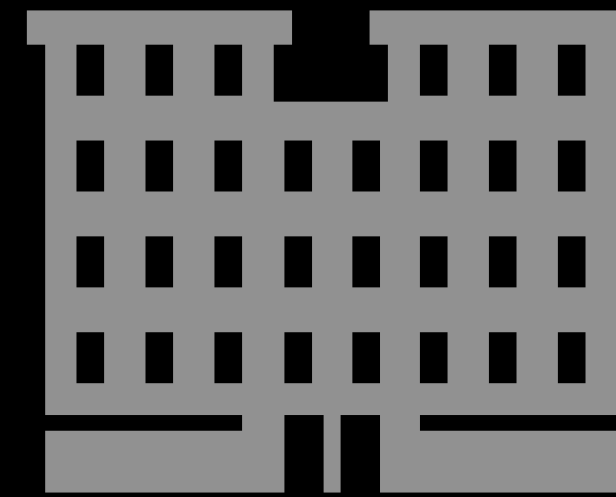
WORKFORCE DEVELOPMENT

INCREASE THE NUMBER AND QUALITY OF POTENTIAL EMPLOYEES

A. Two key components: enhanced training for those who are here, and bringing in quality candidates

B. Continue to promote the Anson Advantage program, both to residents and to prospects (Ongoing)

✓ Create page on AnsonEDP website specifically touting Anson Advantage (2021)



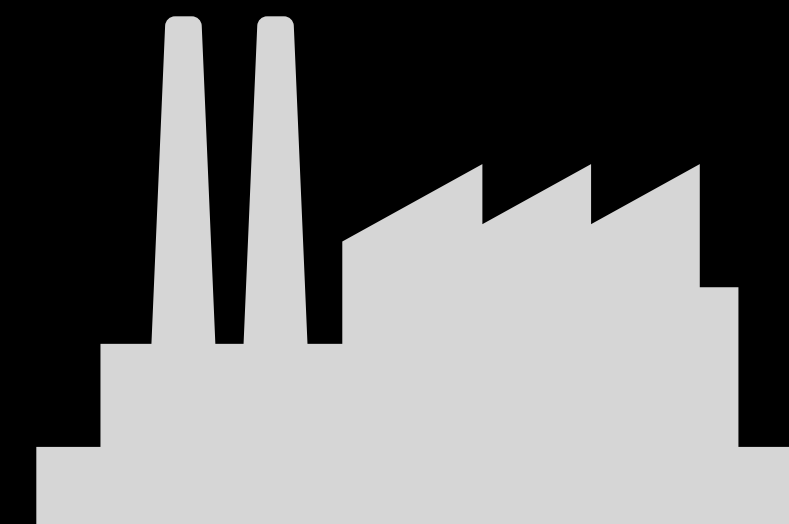
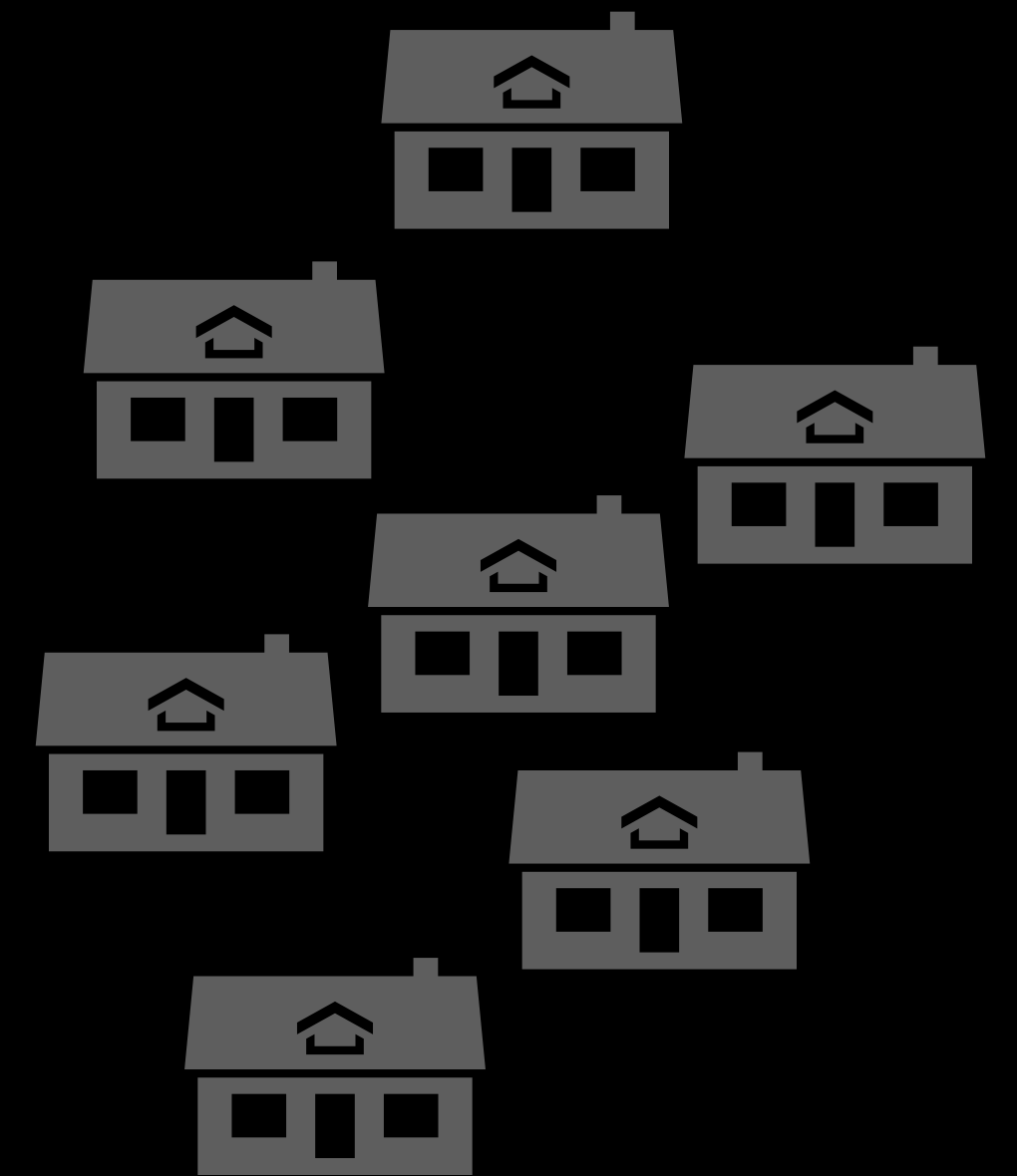
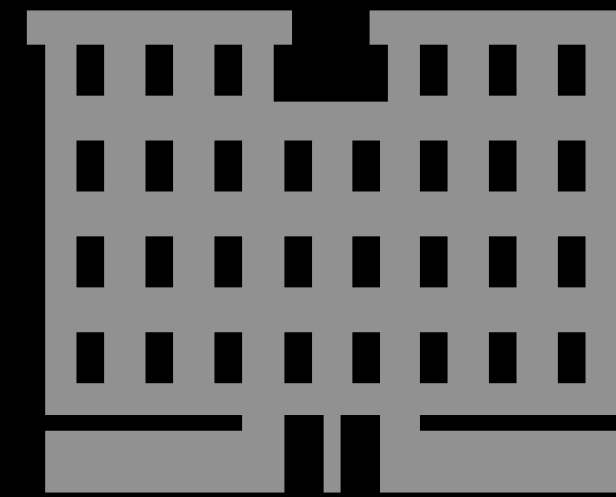
WORKFORCE DEVELOPMENT

INCREASE THE NUMBER AND QUALITY OF POTENTIAL EMPLOYEES

D. Promote and support the Peachland-Polkton area as a destination for new residential and commercial development (Ongoing)

E. Provide support for elementary and middle school STEM education including classroom visits where appropriate (Ongoing)

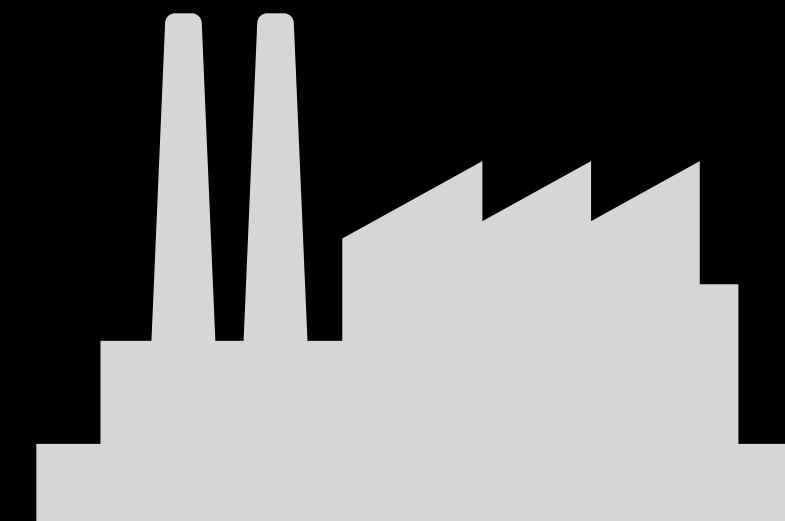
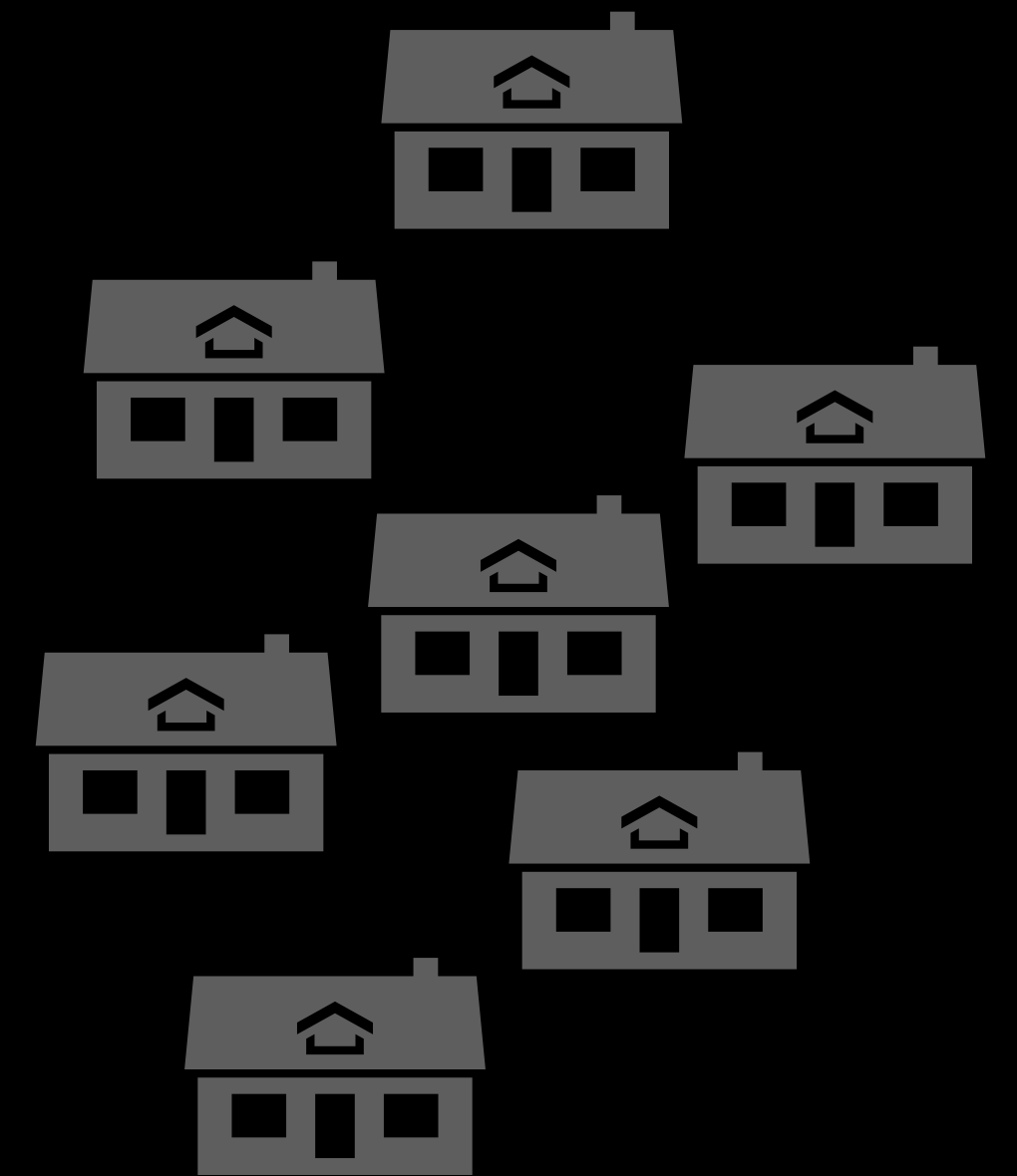
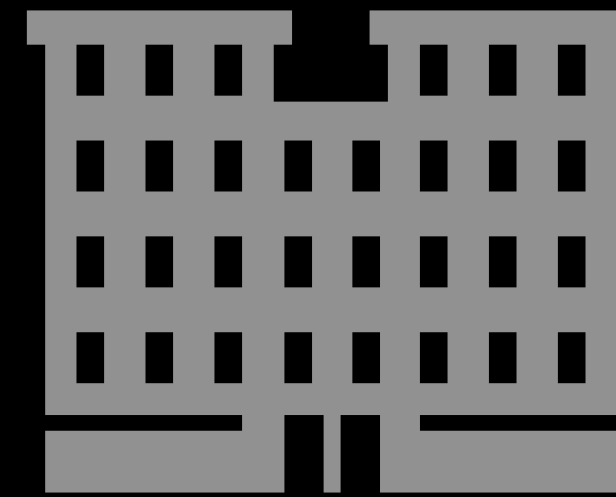
F. Promote “branded” vocational training programs at the high school level, i.e. Loba-Wakol (2022)



WORKFORCE DEVELOPMENT

INCREASE THE NUMBER AND QUALITY OF POTENTIAL EMPLOYEES

G. Add a “live link” from NC Works to AnsonEDP website showing employees with key attributes seeking employment (2023)



INDUSTRY RECOGNITION & SUPPORT

CREATE INDUSTRY-APPROPRIATE PATHWAYS FOR RECOGNIZING AND SUPPORTING LOCALLY-OWNED AND OPERATED BUSINESS

A. Support and partially fund efforts to create stronger vertical integration between companies in Anson County and the Charlotte region, especially within target sectors (2021)

B. Revive Industry Appreciation Day as the first Friday after Labor Day (2021)

C. Support and partially fund a “corporate leadership academy” to help develop future business leaders from within the community (2022)



PRIMARY ORGANIZATIONAL OBJECTIVES

WHAT WE ARE TASKED WITH DOING

Creating Jobs

New jobs held primarily by Anson County residents that pay at or above the standard labor rate and include benefits

2021

50

2022-23

100

2024-25

120

Adding Tax Base

New property and sales tax revenue for the county and associated municipalities, along with revenue directly derived from utilities

2021

\$10 MILLION

2022-23

\$20 MILLION

2024-25

\$25 MILLION

Building Capacity

Providing communities with the resources to create sustainable prosperity through entrepreneurial and workforce development

QUALITATIVE

PROCESS MEASURABLES

QUANTITATIVE MEASUREMENT OF PERIODIC PROCESSES

Total Projects

Number of active projects from all sources currently under development.

2021

15

2022-23

20

2024-25

25

New Projects (Declined & Lost)

New projects added during the latest reporting period.

2021

1

2022-23

3

2024-25

5

Prospect Visits

Visits to the county by qualified projects during the latest reporting period. May include multiple visits by the same prospect.

2021

1

2022-23

2

2024-25

3



**For more information,
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