




# Nelson County Economic Development Authority

## Strategic Action Plan

carefully crafted by You &  spill team®



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Strategy Action Plan



“WE BELIVE IN BEING...  
**AN ECONOMIC DEVELOPMENT  
AUTHORITY THAT ADVANCES  
THE ECONOMIC PROSPERITY  
OF OUR SURROUNDING  
AREAS.”**

NELSON COUNTY EDA  
PURPOSE STATEMENT

# TARGET FOCUS, OPPORTUNITIES & CAUSES

## **WHAT COULD BE HINDERING OUR EFFORTS TO ENHANCE THE ECONOMIC PROSPERITY OF THE SURROUNDING AREAS?**

### OUR IDENTIFIED AREAS OF FOCUS AND OPPORTUNITY

- A need to lead “with” the community, not “for.”
- A misaligned vision
- Low job creation
- Low infrastructure support
- A need to strengthen welcoming communication

### OUR IDENTIFIED CORE CAUSES

- **A NEED TO LEAD “WITH” THE COMMUNITY, NOT “FOR.”**
  - LACK OF A PLAN
- **A MISALIGNED VISION**
  - LACK OF COMMUNICATION
  - MISSING FULL GRASP OF CHALLENGES
- **LOW JOB CREATION**
  - JOB OPPORTUNITIES
- **LOW INFRASTRUCTURE SUPPORT**
  - INFRASTRUCTURE
- **A NEED TO STRENGTHEN WELCOMING COMMUNICATION**
  - WE'RE NOT AS FRIENDLY AS WE SAY.  
A LACK OF VISION AGREEMENT

# STRATEGY STEPS:

**WHAT WE DECIDED:**

**TO SURVEY & INFORM  
CONSTITUENTS**

**WHAT WE ASKED:**

**HOW MIGHT WE ENCOURAGE  
BOS TO A MORE HOLISTIC  
APPROACH?**

**WHAT WE CHOSE:**

**LACK OF A PLAN**

*(A NEED TO LEAD "WITH" THE  
COMMUNITY, NOT "FOR.")*

## TO SURVEY & INFORM CONSTITUENTS

### CRITERIA

(How it meets the BOS Strategic Priorities)

- Plan for Resiliency & Sustainability
- Diversify & Improve Local Industry
- Improve Infrastructure to Support Sustainable Growth & Development

### Action Phases

(What we will do)

- Phase 1:** Determine who to hire as consultant to facilitate a study
- Phase 2:** Present plan to board supervisors for potential strategic integration
- Phase 3:** Conduct townhall meeting(s) to present data

### Timeline

(Completed by...)

- Phase 1:** August 2025-November 2025
- Phase 2:** November 2025-April 2026
- Phase 3:** May 2026-July 2026

### Sucesses

(How we know we did it well / reached milestones)

- Phase 1:**
- Pitch plan to board of supervisors
  - Select consultant
  - Review and approved survey
- Phase 2:**
- Buy-in and support from BOS
  - Clearly crafted narrative
  - Created Action Plan
- Phase 3:**
- Scheudle dates and location
  - Determine facilitator
  - 70% of room left engaged and aligned
  - BOS & EDA lead sessions

# STRATEGY STEPS:

## WHAT WE DECIDED:

**DECIDE ON A PLAN TO ATTRACT AND  
SUPPORT BUSINESSES THAT PAY  
WELL AND EMPLOYEE 10+ PEOPLE**

## WHAT WE ASKED:

**HOW MIGHT WE IMPROVE THE  
BUSINESS ENVIRONMENT TO DRIVE  
EFFICIENCIES AND PRODUCTS,  
INCLUDING UTILIZING TALENT?**

## WHAT WE CHOSE:

**JOB OPPORTUNITIES**

*(LOW JOB OPPORTUNITIES)*

## DECIDE ON A PLAN TO ATTRACT AND SUPPORT BUSINESSES THAT PAY WELL AND EMPLOYEE 10+ PEOPLE

### CRITERIA

(How it meets the BOS Strategic Priorities)

- Bolster and Promote Economic Growth
- Improve Infrastructure to Support Sustainable Growth & Development
- Diversify & Improve Local Industry
- Support & Cultivate Today's Workforce
- Provide Quality Services that Improve Community Livability
- Plan for Resiliency & Sustainability
- Support Livable Communities

### Action Phases

(What we will do)

**Phase 1: Research** and conduct **study** to know what of (10+) can we support today? What of those can we attract/grow in the future?

**Phase 2:** Invest in infrastructure for growth and/or attraction of businesses that fit studies, target sectors

**Phase 3:** Design, approve and promote a menu of incentives to (start here, grow here, locate here)

### Timeline

(Completed by...)

**Phase 1:** 12-18 mo. research and planning

**Phase 2:** 2-4 years (2yrs local - 4yrs site development)

**Phase 3:** 0-5 years (start now)

### Sucesses

(How we know we did it well / reached milestones)

**Phase 1:**

- Completed study that identifies target industries/companies

**Phase 2:**

- BOS, EDA, and ED all agree to a budget and plan to support investment in infrastructure (for phase 3).

**Phase 3:**

- Attract Attractive to locate here that employee 10+ above the current median income
- Support 10 companies here to grow new jobs above median income
- Retain Retain existing businesses and jobs. Employees Live here!

# STRATEGY STEPS:

## WHAT WE DECIDED:

**“COMMUNITY” INFRASTRUCTURE  
(PARKS, RECREATION AREAS, FAMILY  
EVENTS, BUILDINGS FOR BUSINESSES,  
TAX INCENTIVES/POLICIES)**

## WHAT WE ASKED:

**HOW MIGHT WE BECOME A  
MORE EVENT, BUSINESS, AND  
FAMILY-FRIENDLY COMMUNITY?**

## WHAT WE CHOSE:

**WE ARE NOT AS FRIENDLY AS  
WE SAY AND LACK VISION  
AGREEMENT**

*(WE'RE NOT AS FRIENDLY AS WE SAY.  
A LACK OF VISION AGREEMENT)*