

MOORE COUNTY (NC)

2020 Economic Development Action Plan



VISION:

To be a national leader in growing a well-diversified county economy – proud of our rural heritage – recognized as a destination with world-class amenities, and for preserving our unique Moore County charm.

MISSION:

To increase economic prosperity and improve the quality of life for Moore County's citizens through the creation of quality jobs and capital investment in our communities.

I. LEADERSHIP & RESOURCES GOAL 1: Ensure sustained leadership and resources for economic development.	II. THE MOORE COUNTY BRAND GOAL 2: Inspire & excite (internally & externally).
STRATEGIES	STRATEGIES
<ol style="list-style-type: none"> 1. Engage task forces to deploy and sustain this plan. 2. Utilize existing channels and establish new events to ensure county-wide communication and ongoing feedback. 3. Develop funding sources and other resources to fuel economic growth. 4. Ensure fulfillment of leadership and board succession. 	<ol style="list-style-type: none"> 1. Capitalize on existing marketing resources/technologies for economic development messaging. 2. Develop programs for internal storytelling for citizens and local influencers. 3. Utilize the marketing efforts of key partners. 4. Design/apply the story to targeted business sectors.
III. HEALTHCARE & MEDICAL BUSINESSES GOAL 3: Expand healthcare jobs/facilities; attract medical businesses.	IV. DEFENSE & MILITARY BUSINESSES GOAL 4: Optimize the proximity to Fort Bragg and the opportunities within the NC Defense Cluster.
STRATEGIES	STRATEGIES
<ol style="list-style-type: none"> 1. Establish/sustain the strategy team with PIP, FirstHealth and other key resources. 2. Determine health services/facilities as priorities for expansion. 3. Develop criteria; target medical businesses for attraction. 4. Assist in development of needed healthcare/medical workforce. 5. Support existing, entrepreneurial, and start-up health/medical businesses. 	<ol style="list-style-type: none"> 1. Engage & sustain partner resources to help drive strategies. 2. Gain key relationships with Ft. Bragg; determine budget/spending for material needs. 3. Determine key business targets and appropriate actions to attract. 4. Provide support /technical assistance to existing military businesses. 5. Create platform/environment for military entrepreneurial business growth.
V. GOLF & SPORTS RECREATION BUSINESSES GOAL 5: Capitalize on the Home of American Golf® brand and key sports assets.	VI. MANUFACTURING GOAL 6: Attract & grow artisanal, niche, and key manufacturing enterprises.
STRATEGIES	STRATEGIES
<ol style="list-style-type: none"> 1. Position Moore County as the thought leadership center on the future of golf. 2. Attract additional golf companies to make Moore County their base. 3. Advance development of sports and sports facilities. 4. Enhance Moore County as an equestrian destination. 	<ol style="list-style-type: none"> 1. Support/promote growth for existing manufacturing companies. 2. Position Moore County within the Mega-site Corridor. 3. Determine key manufacturing targets to attract; design tactics to fit. 4. Address infrastructure needs to attract & grow manufacturing. 5. Align with partner resources to meet education & workforce needs.

MOORE COUNTY (NC)

2020 Economic Development Action Plan

VII. RURAL TRANSFORMATION

GOAL 7: Transform rural Moore County with enhanced collaboration – and focus on revitalization, business enterprise, tourism, and agri-business.

A. Revitalization (sub-goal): Beautify and restore the physical assets of rural Moore County.	B. Business Enterprise (sub-goal): Create a sustainable business enterprise fund (minimum 500k) for rural Moore County business & entrepreneur initiatives.
STRATEGIES	STRATEGIES
<ol style="list-style-type: none"> 1. Research and continuously update knowledge of potential funding sources. 2. Address upgrade needs for buildings and properties. 3. Determine ways to support identified initiatives and beautification projects. 4. Upgrade rural Moore County infrastructure. 5. Gain leverage; collaborate with other counties for identified initiatives. 6. Use the revitalization process to help re-brand Northern Moore County. 	<ol style="list-style-type: none"> 1. Catalog and maintain a data base on enterprise-related funding sources. 2. Deploy proven public-private fund-raising programs. 3. Support needs of existing local businesses.
C. Tourism (sub-goal): Create tourism “links” that connect rural Moore County.	D. Agri-Business (sub-goal): Advance agribusiness and the understanding of the value-added nature of agriculture to Moore County.
STRATEGIES	STRATEGIES
<ol style="list-style-type: none"> 1. Complete a unified vision statement for Northern Moore tourism; engage leadership. 2. Gain leverage from regional partnerships and regional assets. 3. Focus on areas of tourism poised for growth. 4. Enhance/develop tourism infrastructure & facilities. 	<ol style="list-style-type: none"> 1. Establish leadership to unify all co-op groups. 2. Develop branding & marketing to communicate the value of agriculture. 3. Expand/diversify financial and other resources for agricultural enterprises. 4. Advance agriculture through tourism, farmers’ markets, and events 5. Expand processing facilities for meat/poultry in or near Moore County. 6. Utilize existing service resources for assistance/consulting. 7. Enhance workforce capacity for farm enterprises.

Invest in the Moore County Vision

ECONOMIC LEADERSHIP <ul style="list-style-type: none"> ▪ Unified Champions ▪ Key Partners for our Economic Future 		ECONOMIC POSITIONING <ul style="list-style-type: none"> ▪ In the Center of NC ▪ In the Central Manufacturing Corridor ▪ Next to Fort Bragg
QUALITY OF PLACE <ul style="list-style-type: none"> ▪ World-Class Amenities ▪ Beauty ▪ Quality of Life ▪ Education 	KEY ECONOMIC DRIVERS <ul style="list-style-type: none"> ▪ Health/Medical ▪ Military/Defense ▪ Golf/Recreation ▪ Rural Transformation 	