



## STRATEGIC PLAN OF THE ROANE COUNTY INDUSTRIAL DEVELOPMENT BOARD

- 1. Develop and execute a marketing strategy for recruitment of new business:**

Utilize Alliance marketing staff to advise, develop and implement marketing activities and utilize economic development partners' marketing outreach efforts that include Roane County to minimize investment of IDB resources and capitalize on regional outreach efforts.
- 2. Develop current sites for market:**

Plan for the development of access, infrastructure and all utilities to all available sites for industrial use and develop a plan to improve the aesthetics and curb appeal of highest priority sites.
- 3. Identify and acquire new property for development:**

Develop cooperative initiatives to generate more federal land for industrial development and advocate for external funding and prioritization of infrastructure projects that open new communities for development and marketability.
- 4. Support growth and expansion opportunities for existing businesses and industries:**

Development of infrastructure to allow for growth of operations and facilitation of incentives for job growth and retention.
- 5. Support the utilization of existing natural resources for development at key facilities and growth areas:**

Conference center on lake; lakefront; attractions; and recreational opportunities.
- 6. Develop and cultivate partnerships throughout region for the purpose of increasing reach and influence in the region:**

Highlight existing relationships with existing economic development partners in appropriate communications and advocate for the economic development interests in and around Roane County to local, state, and federally elected officials.
- 7. Promote the value and development of a ready, skilled and trained workforce as a direct pipeline to new and existing companies:**

Facilitate cooperatives between educational organizations and businesses and the Workforce Development Council and promote and facilitate co-ops, apprenticeships, and internships between students and businesses.

**A Unified Drive. A United Force.**

