

(Note: This is a **DRAFT** list of all current recommendations. Please keep in mind that this is a working document and staff are actively filling in blank cells and modifying existing ones. We greatly appreciate any feedback you have.)

Business Support and Entrepreneurship Draft Implementation Strategies					
PREPARED SITES					
Strategy Number	Implementation Strategies	Scale	Potential Partners	Timeframe	Funding Source
28	Identify priority investment areas for infrastructure in both existing and emerging centers.	Local and Regional	Economic development agencies and Local Governments	Mid	
29	Evaluate potential economic impact of investment in water and sewer infrastructure for rural communities	Regional	LOSRC, Local Governments, and Utilities	Long	
158	Seek funding opportunities for infrastructure investments in identified priority investment areas.	Local and Regional	Economic development agencies, Local Governments	Mid	
181	Develop a regional certified sites program	Regional	AdvantageWest	Short	
188	Identify and prioritize infrastructure investments with the greatest potential to advance the region's economic development goals.	Regional	LOSRC, Local Economic Developers, AdvantageWest	Mid	
198	Facilitate the redevelopment of and reinvestment in vacant, blighted or brownfield properties by reducing regulatory barriers to redevelopment. (streamline approval process, incentive programs, flexible parking requirements)	Local	Local governments	Short	
36	Protect prime industrial lands in order to recruit companies that bring quality, living wage jobs.	Local	Local Governments	Short	
WORKFORCE DEVELOPMENT					
Strategy Number	Implementation Strategies	Scale	Potential Partners	Timeframe	Funding Source
155	Create regional "Centers of Excellence" that identify business needs for educated employees and provide business incubator programs	Regional	Economic development agencies, local governments, LOSRC	Mid	
187	Create demand-driven and targeted workforce development strategies that enable employers to articulate needs more precisely to existing workforce development providers.	Regional	Businesses, Colleges and Universities	Mid	
153	Create living wage jobs by exploring incentives offered by other regions.	Local and Regional	Economic development agencies, local governments	Mid	
136	Provide enhancement of workforce development options within rural areas by developing the wireless telecommunications infrastructure within rural areas (ie. High speed internet)	Regional	Local independent internet service providers, Local governments, schools, Colleges and universities, businesses in rural areas, rural medical facility, lenders, private investors, regional councils	Mid	Private equity, Mountain Bizworks, lenders, grant-funds passed through Local Governments (USDA, EDA)
RECREATION-BASED ECONOMY					
Strategy Number	Implementation Strategies	Scale	Potential Partners	Timeframe	Funding Source
139	Link recreational businesses with economic development through the creation of an Alliance of annual recreation interests.	Regional	Businesses, users, local governments, land managers, camp directors, non-profits, distributors, retailers, manufacturers, Astral Buoyancy, LiquidLogic, Conservation organizations, local governments, Duke, Camps WNC	Ongoing	TDA

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140	Quantify economic impact of existing recreational sports regionally (ie. biking, hiking, fishing, camping, climbing, boating)	Regional	Businesses, users, local governments, land managers, camp directors, non-profits. Potential partners: distributors, retailers, manufacturers ie. Astral Buoyancy, LiquidLogic, Conservation organizations, local government, Duke, Camps WNC	Short to Mid	TDA
<b>BUSINESS RECRUITMENT</b>					
<b>Strategy Number</b>	<b>Implementation Strategies</b>	<b>Scale</b>	<b>Potential Partners</b>	<b>Timeframe</b>	<b>Funding Source</b>
160	Develop value chains that will create local production distribution and retail opportunities (eg. Brewery, can/bottle/keg manufacturing, hops production)	Regional	Businesses, local governments, AdvantageWest, Extension	Short to Mid	
191	Develop a "one-stop shop" for businesses interested in moving to WNC.	Regional	AdvantageWest	Mid	
183	Market the region as a location of choice for companies' headquarters in target industries	Regional	AdvantageWest	Mid	
164	Establish partnerships for creative financing (local, state, federal, private business, grants, bank loans, incentives, co-op models, crowd-sourcing, etc.	Local and Regional	Businesses, local governments, AdvantageWest, Self-Help Credit Union, investors	Short to Mid	
<b>GREEN ENERGY ECONOMY</b>					
	<b>Implementation Strategies</b>	<b>Scale</b>	<b>Potential Partners</b>	<b>Timeframe</b>	<b>Funding Source</b>
154	Encourage local green energy production (eg. Local production of solar panels and wind turbines)	Local	Economic development agencies, AdvantageWest, local governments		
165	Establish industry-specific incubators and models focused on green technologies, creative culture, and targeted job growth	Local and Regional	Businesses, local governments, AdvantageWest, Colleges and Universities	Mid	
<b>CULTURAL RESOURCES ECONOMY</b>					
<b>Strategy Number</b>	<b>Implementation Strategies</b>	<b>Scale</b>	<b>Potential Partners</b>	<b>Timeframe</b>	<b>Funding Source</b>
170	Develop a regional directory for artists (like Facebook) where individual artists have their own pages.	Regional	AAAC	Short to Mid	
171	Measure the economic impact of the arts – build a statistical inventory that identifies sole proprietors that do not show up on conventional business tracking systems (DUNS, Taxes)	Regional	WNC Cultural Alliance, other regional-level arts agencies, Chambers of Commerce, AdvantageWest	Mid	
173	Develop a Cultural Alliance that would: (1) serve as a marketing arm for arts and culture; (2) provide incentives for collaborations/partnerships; and (3) build a cultural resources database	Regional	WNC Cultural Alliance, other regional-level arts agencies, Chambers of Commerce, AdvantageWest	Short	
174	Complete a Creativity Cluster Analysis.	Regional	WNC Cultural Alliance, other regional-level arts agencies, Chambers of Commerce, AdvantageWest, HUD	Mid	
176	Compile existing and new metrics to quantify the economic and social impacts of cultural resources and track trends over time.	Regional	WNC Cultural Alliance, other regional-level arts agencies, Chambers of Commerce, AdvantageWest	Mid	
177	Create a unified voice for the cultural resource community in WNC to facilitate communication with consumers, while supporting artists, cultural assets, and heritage sites.	Regional	WNC Cultural Alliance, other regional-level arts agencies, Chambers of Commerce, AdvantageWest	Short	
<b>EXISTING BUSINESS SUPPORT</b>					
<b>Strategy Number</b>	<b>Implementation Strategies</b>	<b>Scale</b>	<b>Potential Partners</b>	<b>Timeframe</b>	<b>Funding Source</b>
189	Design policies that enable neighborhoods to leverage their unique economic assets that specifically support the strengthening of small businesses, minority-and women-owned businesses, and business enterprises owned by people with disabilities	Regional	LOSRC	Mid	
190	Facilitate a more open and accessible business environment by engaging existing firms regularly in planning processes.	Regional	LOSRC	Mid	

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182	Help legacy manufacturers repurpose assets and adopt advanced technologies		AdvantageWest	Long	
<b>TOURISM ECONOMY</b>					
<b>Strategy Number</b>	<b>Implementation Strategies</b>	<b>Scale</b>	<b>Potential Partners</b>	<b>Timeframe</b>	<b>Funding Source</b>
184	Ensure the region remains a premier destination for tourism.	Regional	LOSRC, Chambers of Commerce, Department of Commerce	Mid	
185	Increase coordination in strategies and branding between existing tourist destinations. Consider a regional activity pass.	Regional			
186	Collect visitorship data from all regional tourist destinations.	Local			
<b>ENTREPRENEURS</b>					
<b>Strategy Number</b>	<b>Implementation Strategies</b>	<b>Scale</b>	<b>Potential Partners</b>	<b>Timeframe</b>	<b>Funding Source</b>
146	Improve access to capital for entrepreneurs, farmers and small-business owners.		Venture Asheville, Advantage West, Chambers of Commerce, Non-profits, Asheville Economics Development Department, banks, local governments, private donors, ANGEL Investors, CDFI, Peer Lending Circles		Grants, incentives, sponsors, private, fundraising, campaigns, donations=tax credit
192	Host a "How-To Crowd Fund" Workshop for entrepreneurs in creative industries	Regional	AdvantageWest, LOSRC	Short	
<b>ADDITIONAL RECOMMENDATIONS</b>					
<b>Strategy Number</b>	<b>Implementation Strategies</b>	<b>Scale</b>	<b>Potential Partners</b>	<b>Timeframe</b>	<b>Funding Source</b>
149	Market the implementation of GroWNC work and a value-based plan by hosting a large event	Regional	Consortium Members, AdvantageWest	Short	
157	Policies to encourage farm labor in housing, transit, etc.	Local and Regional		Mid	
159	Develop incentives and disincentives that link housing and economic development to stimulate compact growth	Local	Local governments		
64	Expand Internet service and ensure Internet access is available throughout all 5 counties; work with internet providers with respect to permitting and infrastructure to ensure more coverage.	Local	Local Governments, service providers	Short to Mid	
168	Develop a brand for the region's Cultural Heritage/Resources	Regional	WNC Cultural Alliance, other regional-level arts agencies, Chambers of Commerce, AdvantageWest	Short	WNC Cultural Alliance membership dues (eventually)