

(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 |
| BUSINESS RECRUITMENT | | | | | |
| Strategy Number | Implementation Strategies | Scale | Potential Partners | Timeframe | Funding Source |
| 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 | |
| GREEN ENERGY ECONOMY | | | | | |
| | Implementation Strategies | Scale | Potential Partners | Timeframe | Funding Source |
| 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 | |
| CULTURAL RESOURCES ECONOMY | | | | | |
| Strategy Number | Implementation Strategies | Scale | Potential Partners | Timeframe | Funding Source |
| 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 | |
| EXISTING BUSINESS SUPPORT | | | | | |
| Strategy Number | Implementation Strategies | Scale | Potential Partners | Timeframe | Funding Source |
| 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 | |
| TOURISM ECONOMY | | | | | |
| Strategy Number | Implementation Strategies | Scale | Potential Partners | Timeframe | Funding Source |
| 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 | | | |
| ENTREPRENEURS | | | | | |
| Strategy Number | Implementation Strategies | Scale | Potential Partners | Timeframe | Funding Source |
| 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 | |
| ADDITIONAL RECOMMENDATIONS | | | | | |
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| 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) |