



Campbell County
Economic Development
Corporation

■ ECONOMIC DEVELOPMENT ■ COMMUNITY DEVELOPMENT ■ WORKFORCE DEVELOPMENT

5 YEAR ECONOMIC DEVELOPMENT STRATEGIC PLAN FOR CAMPBELL COUNTY

Clarity of Process for Strengths

- Task Forces to come up with one or two sentences that describes the Strength in general

Example: _____ is one of a shrinking number of rural counties that maintains a viable downtown district. The downtown area creates a focus for the community and is a great tool to attract new residents and companies

- Task Forces to come up with 5-10 bullet points that specify, through quantifiable measurements, why the above statement is a strength

Examples:

- Developers and local business owners continue to construct, renovate, and reinvest in their properties
- The downtown area is a mix of retail and professional offices, enhanced by cultural elements including two theaters, three parks, library, numerous art studios, and the _____ Art Museum
- The downtown district attracts _#_ of tourists yearly and generate \$___ income in the community
- The Main Street Program and the _____ Chamber of Commerce maintain a strong presence to assist downtown businesses

- Task Forces to come up with 5-10 bullet points to show how the strengths can be improved – Improvement Opportunities

EXAMPLES:

- Parking is in short supply in the downtown area and no plans has yet been adopted to improve parking
- Downtown needs a greater variety and number of restaurants
- Many, if not most, second floors in the downtown area are vacant and could be utilized for residential space

Best Way To Work

- Task Force members report to the Task Force Chairs
- The Task Force Chairs communicate with the Co-Chairs of Steering Committee