

Economic Development Strategic Plan

The mission of Chester County Economic Development is to create an environment that encourages new business investment, supports existing business expansion, fosters entrepreneurship, and welcomes visitors which supports public services, opportunities for citizens, prosperity, and quality of life.

Strategic Plan Goals

- Invest in Sites and Buildings to Attract Companies with Quality Jobs
- Market Chester County to Attract Businesses and Talent
- Increase Career Awareness and Job Opportunities for Citizens
- Retain and Expand Existing Businesses
- Support Community and Economic Development Initiatives that Advance CCED's Mission
- Continue to be a Leading Rural Economic Development Organization in South Carolina

Target Sectors



Advanced
Materials



Motor Vehicles &
Parts



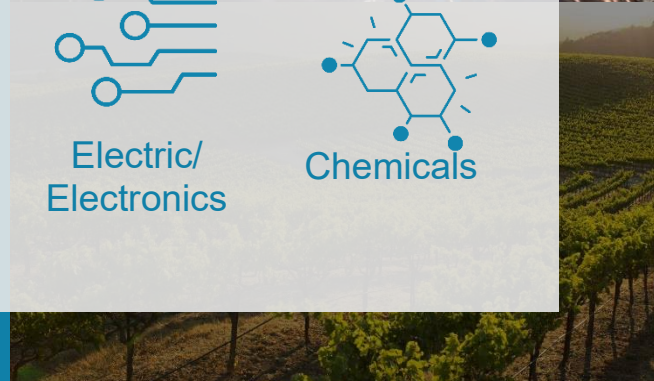
Aerospace



Electric/
Electronics



Chemicals



SWOT

Strengths

- Growth and momentum
- I-77
- Proximity to Charlotte
- Airport and Rail Access
- Natural beauty, recreation

Weaknesses

- Infrastructure
- School Performance
- Housing
- Lack Amenities
- Lack of Skilled Labor

Opportunities

- Growth Plan
- Tourism, Whitewater
- Growing Small Business
- Connectivity
- Talent Development

Threats

- Losing Rural Character
- Lack of Investment in Education
- Wastewater Capacity
- Lack of I-77 Improvements

Manufacturing Retail

Wholesale Trade
Top Sectors

\$50,022
Median HH Income

3,490
Mfg. Workers

85.9
Cost of Living

IMPLEMENTATION PRIORITIES

1

Year 1

- Product Development Plan
- BRE Program
- Add BRE Manager
- Participate in County Future Planning
- Expand Chester County Talent Marketing
- Apprenticeship Awareness
- Deploy Retail Strategies Study
- Increased Public and Private Funding for Operations and Programs

2

Year 2

- Spec Building
- Regional Talent Attraction Campaign
- Support Career Center Development
- Career Awareness Marketing and Events
- Wage & Benefits Study
- Retail Recruitment Brochure
- Host "How to Do Business with Chester County Manufactures"
- Housing Profile

3

Years 3+

- Due Diligence Grant Program
- Photo Library
- Marketing Review
- Chester County Summer Work Experience Program
- B2B webpage
- Support Exploration of Entrepreneurship Center
- Compensation and Benefits Survey for CCED Staff
- Update Strategic Plan