

# Queen Anne's County Economic Development Commission

## Strategic Plan Action Steps for 2017 - 2022

### **MISSION:**

The mission of the Queen Anne's County Economic Development Commission (EDC) is to advise the County Commissioners on all matters concerning economic development in the County.

### **VISION:**

The vision of the Queen Anne's County Economic Development Commission is to serve as a catalyst for the creation of quality employment opportunities in the County and for the growth of County's commercial tax base.

### **DRIVING STRATEGIES:**

To fulfill its mission and to make progress toward achieving its vision, the Queen Anne's County Economic Development Commission has identified the following six driving strategies:

#### **Driving Strategy 1: Focusing on High Potential Economic Activity Sectors**

The EDC will encourage key economic development stakeholders of Queen Anne's County to focus on enhancing existing high potential "Economic Activity Sectors." These have been identified as: Manufacturing, Technology, Health Care, Agriculture, and Tourism (including those businesses stimulated through travel and tourism).

##### Action Steps within Driving Strategy 1:

- a) Creation of Business and Technology Parks and Virtual Incubators
- b) Support niche, organic, and precision agriculture operations that are sustainable
- c) Encourage event-based leisure activities that increase overnight stays
- d) Support up to three health care campuses in the County

#### **Driving Strategy 2: Supporting Education and Workforce Development**

The EDC will encourage key economic development stakeholders of Queen Anne's County to strategically support quality education and workforce development, both, at all levels.

##### Action Steps within Driving Strategy 2:

- a) Enhance career readiness in the County including training for trades and certificate programs
- b) Increase opportunities for four-year college education in the County
- c) Enhance educational programs that support key economic activity sectors
- d) Match education/workforce development activities to employer needs

### **Driving Strategy 3: Enhancing Infrastructure**

The EDC will support key private and public sector stakeholders to enhance the County's transportation, utility, and broadband infrastructures.

#### Action Steps within Driving Strategy 3:

- a) Support initiatives and incentives that enhance transportation
- b) Address water/waste water issues that impact economic development
- c) Encourage improvements in the resilience and reliability of the power infrastructure
- d) Seek faster paths towards enhancement of broadband solutions

### **Driving Strategy 4: Promotion and Public Awareness**

The EDC will work with key stakeholders of Queen Anne's County to promote the County's economic strengths, and to showcase business and economic opportunities in various locations throughout the County.

#### Action Steps within Driving Strategy 4:

- a) Support enhanced marketing and public relations activities by the EDC
- b) Develop a social media campaign for business and economic development
- c) Encourage coordinated messaging by key stakeholders
- d) Launch a branding campaign for the County

### **Driving Strategy 5: Encourage Affordable and Workforce Housing**

The EDC will work with key economic development stakeholders of Queen Anne's County to seek solutions to the perceived and real cost impediments in securing housing for the County's workforce.

#### Action Steps within Driving Strategy 5:

- a) Promote affordable and accessible housing options (i.e. Inclusionary Zoning, TIF, DDRA, Universal Design)
- b) Enhance public transportation to connect affordable housing and jobs
- c) Support the development of creative financing programs for housing
- d) Support affordable housing investments as economic development initiatives

### **Driving Strategy 6: Enhancing Quality of Life**

The EDC will work with key economic development stakeholders of Queen Anne's County to identify key performance indicators that impact quality of life in the County.

#### Action Steps within Driving Strategy 6:

- a) Create a matrix that matches economic activity in the County to jobs and better incomes
- b) Enhance progress towards a more sustainable future
- c) Improve work and workforce KPIs in the County
- d) Promote the linkages between Community Development and Economic Development