

PROJECTS, STRATEGY & ACTION PLAN

GOALS & OBJECTIVES

(STRATEGIC DIRECTION / ACTION PLAN)

When evaluating & prioritizing potential projects, it may be helpful to utilize the CEDS Evaluation Criteria for Northern Neck found in the [Appendix](#).

- [Category 1](#)
- [Category 2](#)
- [Category 3](#)
- [Category 4](#)
- [Category 5](#)
- [Category 6](#)
- [Category 7](#)



CATEGORY 1 - INFRASTRUCTURE

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PROJECT 1

SITE READINESS



PROJECT 2

WATERFRONT



Project 3

EXPAND & MODERNIZE SEWER / WASTEWATER MANAGEMENT SYSTEM

Goal

To provide adequate infrastructure to support business growth and new locations

Goal

Expand access for boaters, recreational fishing

Goal

To provide at least one major new and one major repaired sewage system

Objective

Identify at least two new sites for economic development and bring at least one to shovel ready status

Objective

Open at least four new waterfront access openings

Objective

Monitor improvement in sewer/wastewater system

Evaluation Criteria

One new site shovel ready with defined industry target to be pursued

Evaluation Criteria

Open for use at least 4 new waterfront access areas along the waterfront

Evaluation Criteria

Before and after measure of wastewater system particulates

Partners for Success

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Funding Mechanisms

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Project 4

STORMWATER MANAGEMENT



Project 5

BRIDGE REPAIR & WIDENING



Project 6

INDUSTRIAL / BUSINESS PARK

Goal

To improve stormwater management and reduce damage from flooding

Goal

More dependable, free flowing traffic for travelers, workers, shipping

Goal

Get best site shovel ready to attract investment

Objective

Add at least one improvement to the stormwater management system

Objective

Get VDOT to invest in roads and bridges to the Northern Neck (widen Rte 3; Norris Bridge in Lancaster needs maintenance, and ultimately, replacement)

Objective

Address infrastructure issues

Evaluation Criteria

Set measurement and benchmark for degree of flooding reduction

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CATEGORY 2 – BUSINESS ATTRACTION, RETENTION / EXPANSION / NEW STARTUPS

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PROJECT 1

ATTRACT TOURISM VENUES



PROJECT 2

RETENTION PROGRAM / SMALL BUSINESS ASSISTANCE



Project 3

ATTRACT NEW BUSINESS TO THE NORTHERN NECK

Goal

Expand on tourism activities and accommodations

Goal

Build capacity of small businesses to handle operations, marketing sales with direct business assistance

Goal

Expand the local business community through enhanced marketing, incentives, infrastructure development

Objective

Develop the product and raise outreach/marketing

Objective

Enhance the viability and profitability of small local businesses

Objective

Build the tax base; create quality jobs

Evaluation Criteria

Measure tourism expenditures, jobs, tax revenues generated

Evaluation Criteria

Sales and tax receipts for local businesses

Evaluation Criteria

Growth in commercial tax base, jobs added, impacts on local businesses

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Project 4

EXPAND THE WATER SUPPLY



Project 5

EXPAND ASSISTANCE FOR ENTREPRENEURS



Project 6

EXPAND OPTIONS FOR SMALL BUSINESS FINANCING

Goal

Avoid shortages and constraints on development

Goal

Help grow more businesses

Goal

Create Programs to make affordable loans to smaller firms

Objective

Attract firms who can offer alternatives to groundwater: e.g., desalinization, rainwater harvesting

Objective

Create business incubator, mentoring program, SCORE Chapter

Objective

Make financing available that is affordable, quick and uncomplicated; create revolving loan fund, possibly with bank participation (done)

Evaluation Criteria

Number of firms attracted, new technologies utilized, increase in water supply

Evaluation Criteria

Number of small business startups; survival rate of new firms

Evaluation Criteria

Number small business loans made; survival rate of assisted businesses

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Goal 2

Metrics to Monitor

- Key cluster occupational growth
- Population change components



Partners for Success

- Workforce Boards; Lumina Foundation;
- Chambers of Commerce; Community
- Colleges and Universities; Centralina
- Foundation; K-12 Institutions; and
- Economic Development Corporations

Funding Mechanisms

Efforts to recruit, prepare, and retain a world-class workforce require a vision implemented through regional cooperation. And if we want to compete for talent globally, we need to enhance and promote the international diversity of existing regional businesses.

Recent Progress

Efforts to recruit, prepare, and retain a world-class workforce require a vision implemented through regional cooperation. And if we want to compete for talent globally, we need to enhance and promote the international diversity of existing regional businesses.



CATEGORY 3 - GOAL GOES HERE

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Evaluation Criteria

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Project 6

INDUSTRIAL / BUSINESS PARK

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To improve stormwater management and reduce damage from flooding

Goal

More dependable, free flowing traffic for travelers, workers, shipping

Goal

Get best site shovel ready to attract investment

Objective

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