

## *Hagerstown-Washington County Economic Development Commission*

### **2011 Strategic Priorities & Action Plans**

#### **Assist with the Retention and Growth of Existing Businesses**

- Visit local businesses and accompany DBED representatives on visits when appropriate.
- Coordinate tours of existing businesses for the Washington County Commissioners.
- Communicate relevant information and announcements to local businesses through social media and email blasts.
- Recognize local commerce and industry through *Celebration of Business* and *Washington County Business Awards*.
- Serve as an ombudsman for local companies working with government agencies, such as the county's planning and permitting process.

#### **Attract New Businesses to Washington County Emphasizing Targeted Industries**

- Cultivate new and maintain current relationships with site selection consultants.
- Develop customized marketing strategies for targeted industries.
- Respond promptly and professionally to all broker, consultant and client requests for information or proposals.
- Maintain website as the primary tool for expansion and relocation information.
- Meet with DBED industry teams to promote the advantages of a Washington County location.
- Develop a marketing and business development plan for Hagerstown Regional Airport.

#### **Facilitate Workforce Development for Existing and Target Businesses**

- Maintain key relationships with educational institutions and workforce training providers such as Hagerstown Community College, Kaplan University, Pittsburgh Institute of Aeronautics, and others.
- Promote and support STEM, Cyber-security, Alternative Energy, and other cutting-edge programs that help prepare the workforce of the future.
- Assist QuadCo organization in addressing regional workforce needs along the Interstate 81 corridor.

### **Identify and Prioritize Economic Development Infrastructure Needs and Opportunities**

- Assist in the development/redevelopment of key projects such as Mt. Aetna Farms Technology Park, former Washington County Hospital site, Fort Ritchie, Stanley Fulton building, and others.
- Facilitate government cooperation on infrastructure issues.
- Monitor and provide input in planning and zoning decisions that affect economic development.
- Participate in long-range infrastructure planning.

### **Support Continued Cooperation within the Public and Private Sectors Toward Achieving Economic Development Objectives**

- Assist in the development of a Strategic Economic Development Master Plan for the entire county.
- Communicate economic development objectives to community stakeholders.
- Offer economic development assistance to municipalities as needed.
- Include the agricultural community in economic development discussions and programs.
- Support the further revitalization of downtown Hagerstown.

**Hagerstown-Washington County Economic Development Commission  
2011 EDC Committees and Taskforces**

**Infrastructure Committee:**

Determine the status of the existing city/county infrastructure and, based on projected economic growth areas, make recommendations as to the priority of future infrastructure upgrades. Focus will be placed on transportation (road, rail, airport), water, sewer, and utility (electric, gas, and technology) needs.

**Marketing and Public Relations Committee:**

Help improve business and community partnerships by increasing two-way communications with major stakeholders and clients of the EDC including: large and small existing businesses, Board of County Commissioners, elected officials and senior staff for the City of Hagerstown, representatives for towns and municipalities, State representatives, and the general public.

**Regulatory Committee:**

Review and evaluate current and proposed policies, procedures and ordinances at the local, State and Federal levels, to determine the impact each has on impeding or expediting commercial development within Washington County. Make suggestions for improvements.

**Resource Development Committee:**

Identify projects vital to the County's economic growth, locate available resources, and create strategies to support development. Current focus is on providing assistance to the Hagerstown Regional Airport and the small business community.

**Celebration of Business Taskforce:**

Ensures Washington County businesses are recognized during an annual event by the Economic Development Commission, Board of County Commissioners, and other political representatives. Demonstrate appreciation to the company for providing jobs to the citizens of Washington County and for their community involvement so they are inspired to continue doing business in the community.

**Strategic Planning Taskforce:**

Develop a plan that identifies Washington County's economic assets and liabilities, describes the community's economic goals, and plans for how to achieve those goals. The plan should help ensure local resources are used effectively and efficiently.