

State Strategic Goals and Objectives 2020

The following is Maryland's integration of its objectives and strategies to further ARC's goals:

ARC Investment Goal 1: Economic Opportunities – Invest in entrepreneurial and business development strategies that strengthen Appalachia's economy

State Objective 1.1: Support business expansions and increase start-ups and entrepreneurship.

State Strategy 1.1.1: Provide training, investment leads, and technical assistance for businesses and entrepreneurs.

State Strategy 1.1.2: Support efforts to improve access to capital for businesses.

State Strategy 1.1.3: Provide the infrastructure to support businesses in the region.

State Objective 1.2: Prepare for the economic development of the next century and attract new businesses.

State Strategy 1.2.1: Identify areas for development of research and testing facilities for new technology.

State Strategy 1.2.2: Facilitate the development of research and testing facilities and workforce training for new technology.

State Strategy 1.2.3: Support and promote agri-tourism, and agricultural and other resource based businesses based on regional needs and demands.

State Strategy 1.2.4: Provide technical assistance and support development of plans and studies.

State Objective 1.3: Support reinvestment in existing communities throughout the region.

State Strategy 1.3.1: Work in partnership with local jurisdictions to support projects that encourage revitalization and reinvestment.

State Strategy 1.3.2: Provide the necessary infrastructure for revitalization and reinvestment.

State Strategy 1.3.3: Increase workforce and affordable housing stock.

State Objective 1.4: Increase international exports from the ARC region.

State Strategy 1.4.1: Provide training and technical assistance for businesses.

State Strategy 1.4.2: Develop programs that will assist in marketing and business development on an international level.

ARC Investment Goal 2: Ready Workforce – Increase the education, knowledge, skills, and health of residents to work and succeed in Appalachia

State Objective 2.1: Support and promote educational programs that will prepare students for jobs in the 21st century.

State Strategy 2.1.1: Expand and support the P-Tech model and K-12 STEM,

and active learning labs in preparing students for 21st century jobs.

State Strategy 2.1.2: Work with local employers to create and expand apprenticeships and other school to work transition programs.

State Strategy 2.1.3: Work to create and support programs directed toward postsecondary access and success.

State Objective 2.2: Expand partnerships among local schools, colleges, and businesses to support workforce development and improve workforce readiness.

State Strategy 2.2.1: Provide continuing education training in advanced skills for workers in the region.

State Strategy 2.2.2: Work with local employers to create and expand apprenticeship programs.

State Strategy 2.2.3: Work with local businesses to develop programs that will encourage workers to take advantage of post-secondary education programs.

State Strategy 2.2.4: Support training for displaced workers and formerly incarcerated individuals.

State Objective 2.3: Provide support for recovery ecosystem.

State Strategy 2.3.1: Develop workforce training and job placement programs for those recovering from a substance misuse disorder.

State Strategy 2.3.2: Support transportation opportunities for individuals recovering from substance dependence in their reentry to the workforce.

State Strategy 2.3.3: Support temporary housing options for patients in recovery programs and returning to the workforce.

State Objective 2.4: Provide support for a strong, accessible health network.

State Strategy 2.4.1: Support training and education programs for healthcare professionals.

State Strategy 2.4.2: Increase access to healthcare.

State Strategy 2.4.3: Support projects for healthcare prevention and wellness.

State Strategy 2.4.4: Support programs that address substance dependence.

ARC Investment Goal 3: Critical Infrastructure – Invest in critical infrastructure – especially broadband; transportation, including the Appalachian Development Highway System; and water/wastewater systems

State Objective 3.1: Develop and support basic infrastructure and facilities needed to support community and economic development.

State Strategy 3.1.1: Develop and improve water systems to ensure that residents and businesses have clean water.

State Strategy 3.1.2: Develop and improve wastewater systems for residents and businesses.

State Strategy 3.1.3: Develop and implement a combined stormwater overflow systems to ensure compliance with state and federal regulations.

State Objective 3.2: Continue the development of a modern communications network.

State Strategy 3.2.1: Increase access to broadband.

State Strategy 3.2.2: Develop, support, and maintain infrastructure for broadband and digital communications.

State Objective 3.3: Develop a balanced transportation system, which is supportive of economic growth and investment potential in the region.

State Strategy 3.3.1: Development of a north-south transportation network in the region.

State Strategy 3.3.2: Improve secondary and local access highways roads that will support primary highway development and yield an integrated network of road transit in the region.

State Strategy 3.3.3: Support development of key transportation corridors (highway, rail, aviation) that enhance economic opportunity.

State Strategy 3.3.4: Support multimodal transportation options.

ARC Investment Goal 4: Natural and Cultural Assets – Strengthen Appalachia’s community and economic development potential by leveraging the region’s natural and cultural heritage assets

State Objective 4.1: Increase employment and sales in the travel and heritage tourism industry, particularly in the areas of outdoor recreation, convention attractions, and historical interest.

State Strategy 4.1.1: Support regional marketing programs for the travel and tourism industry.

State Strategy 4.1.2: Support the development of heritage tourism products linked to state and national byway and heritage area efforts.

State Objective 4.2: Support and enhance the outdoor recreation economy.

State Strategy 4.2.1: Support the expansion of outdoor recreation opportunities.

State Strategy 4.2.2: Assist in development of tourism opportunities related to outdoor recreation.

State Objective 4.3: Enhance and protect historic and cultural resources.

State Strategy 4.3.1: Support programs to identify, enhance and preserve Maryland’s heritage and cultural resources.

State Strategy 4.3.2: Assist in development of tourism opportunities related to historic and cultural resources.

ARC Investment Goal 5: Leadership and Community Capacity – Build the capacity and skills of current and next-generation leaders and organizations to innovate, collaborate, and advance community and economic development

State Objective 5.1: Strengthen leadership skills and capacity.

State Strategy 5.1.1: Support programs that provide training in leadership development for youth, interested citizens, and community leaders.

State Strategy 5.1.2: Support programs that provide management skills to nonprofit organizations.

State Objective 5.2: Promote collaborative partnerships.

State Strategy 5.2.1: Support groups, meetings and workshops that provide opportunities for cooperation and capacity building.