

Fayette County 5 Year Strategic Plan

For TN ECD 3 Star Certification

*Mayor Rhea Taylor,
Fayette County*

*Fayette County
Chamber of Commerce*

*Joint Economic &
Community Development Board*

Preface

The Fayette County 5 Year Strategic Plan was developed following the project Fayette Vision 2020. Fayette Vision 2020 was a strategic planning effort led by a team of approximately 50 government, business, education, and civic leaders, through a series of over 20 communities meetings gathered input from the general public.

Vision for the Future

Fayette County is home to vibrant communities where opportunities thrive, culture grows, families flourish, jobs abound, education is valued; balancing her natural beauty, rural heritage and economic development.

The Fayette Vision 2020 team reached consensus on the following “vision statement” for the future of Fayette County. It was prepared after much thought and discussion regarding the desired characteristics and values of a prosperous and unified Fayette County.

Fayette County Three-Star Program Five Year Strategic Plan

Committee: Joint Economic & Community Development Board Component: Existing Industry

Goals/Strategies/Activities

Time Line

Responsible Parties

Existing Industry Program

To promote existing industry business retention and expansion, & economic development in Fayette County.

2007 2008 2009 2010 2011

Strategy & Activity

1. Continue Quarterly Industrial Roundtable luncheons for Facility managers & human resources managers

X X X X X

- Fayette County Mayor Rhea Taylor
- Joint Economic & Community Development Board
- Fayette County Industrial & Development Board
- Fayette County Chamber of Commerce

2. E-mail or flyer based information with economic update on government activities

X X

- Fayette County Mayor Rhea Taylor

3. Yearly trip to Memphis Chamber to coordinate evaluate and coordinate the industry needs by July 1, 2008.

X X X X X

- Fayette County Chamber of Commerce
- Fayette County Mayor Rhea Taylor

Fayette County Three-Star Program Five Year Strategic Plan

Committee: Joint Economic & Community Development Board Component: Existing Industry

Goals/Strategies/Activities	Time Line					Responsible Parties
	2007	2008	2009	2010	2011	
4. Assemble package of tools and incentives available for established industries by July 1, 2008	X	X	X	X	X	<ul style="list-style-type: none"> • Fayette County Chamber of Commerce • Fayette County Mayor Rhea Taylor
5. Hire a person to work with existing industries	X	X	X	X	X	<ul style="list-style-type: none"> • Fayette County Mayor Rhea Taylor

Fayette County Three-Star Program Five Year Strategic Plan

Committee: Joint Economic & Community Development Board Component: Commercial & Industrial Recruitment

Goals/Strategies/Activities	Time Line					Responsible Parties
<u>Commercial & Industrial Recruitment Program</u>						
<i>To recruit new industry business to positively impact economic development in Fayette County.</i>						
	2007	2008	2009	2010	2011	
1. Continue to evaluate and diagnose what tools are available and have a Prospect/Recruitment team to host visiting industries on site Visits.	X	X	X	X	X	<ul style="list-style-type: none"> • Fayette County Mayor Rhea Taylor • Fayette County Chamber of Commerce
2. Assemble marketing materials promoting Fayette County	X	X	X	X	X	<ul style="list-style-type: none"> • Fayette County Chamber of Commerce • Fayette County Mayor Rhea Taylor
3. Continue to use Fayette County Chamber of Commerce website to provide potential site information for economic development	X	X	X			<ul style="list-style-type: none"> • Fayette County Chamber of Commerce
4. Hire person to call upon potential candidates	X	X	X	X	X	<ul style="list-style-type: none"> • Fayette County Mayor Rhea Taylor

Fayette County Three-Star Program Five Year Strategic Plan

Committee: Joint Economic & Community Development Board Component: Workforce Development

Goals/Strategies/Activities	Time Line					Responsible Parties
<u>Workforce Development Program</u> <i>To develop a plan to prepare a sufficient number of qualified workers for current and future needs.</i>						
	2007	2008	2009	2010	2011	
1. Inventory work force needs	X	X	X	X	X	<ul style="list-style-type: none"> • Fayette County Chamber of Commerce • Molly McCarley, Director, Fayette County Career Center • Fayette County Board of Education • Southwest Tennessee Community College
2. Design an appropriate curriculum at local institutions to prepare qualified workers	X	X	X	X	X	<ul style="list-style-type: none"> • Fayette County Career Center • Fayette County Board of Education • Southwest Tennessee Community College
3. Assemble a web-based resource to link education, jobs, and employees	X	X	X	X	X	<ul style="list-style-type: none"> • Fayette County Career Center

Fayette County Three-Star Program Five Year Strategic Plan

Committee: Joint Economic & Community Development Board Component: Retail/Service

Goals/Strategies/Activities	Time Line					Responsible Parties
<u>Retail / Service Program</u>	2007	2008	2009	2010	2011	
<i>To recruit and retain retail & service businesses in Fayette County to help serve the expanding population of Fayette County.</i>						
1. Assemble an indexed-based booklet categorizing all the retail and service establishments	X	X				<ul style="list-style-type: none"> • Fayette County Chamber of Commerce • Town of Oakland • Any Merchants Associations
2. Support city or community-based promotional activity by December 31, 2007	X	X	X	X	X	<ul style="list-style-type: none"> • Fayette County Chamber of Commerce • Fayette County Mayor Rhea Taylor • Town of Oakland • Oakland Regional Chamber

Fayette County Three-Star Program Five Year Strategic Plan

Committee: Joint Economic & Community Development Board Component: Retail/Service

Goals/Strategies/Activities	Time Line					Responsible Parties
	2007	2008	2009	2010	2011	
4. Continue to maintain and enhance website to locate local businesses	X	X	X	X	X	<ul style="list-style-type: none"> • Fayette County Chamber of Commerce

Fayette County Three-Star Program Five Year Strategic Plan

Committee: Joint Economic & Community Development Board Component: Tourism

Goals/Strategies/Activities	Time Line					Responsible Parties
<u>Tourism Program</u> To implement a tourism program that promotes local attractions and identifies opportunities for development.						
	2007	2008	2009	2010	2011	
1. Promote a Crafts Guild	X	X	X	X	X	<ul style="list-style-type: none"> • Fayette County Mayor Rhea Taylor • Fayette County Chamber of Commerce
2 Coordinate tourism events within the county to enhance the benefit to all.	X	X	X	X	X	<ul style="list-style-type: none"> • Fayette County Chamber of Commerce • Fayette County Mayor Rhea Taylor • Joint Economic & Community Development Board
3. Place Fayette County Literature at all Tennessee “Welcome Centers”	X	X	X	X	X	<ul style="list-style-type: none"> • Fayette County Chamber of Commerce

Fayette County Three-Star Program Five Year Strategic Plan

Committee: Joint Economic & Community Development Board Component: Agriculture

Goals/Strategies/Activities	Time Line					Responsible Parties
<p><u>Agriculture Program</u> To implement an agriculture program that promotes local farmers and identifies opportunities for development.</p>						
	2007	2008	2009	2010	2011	
1. Utilize the Agriculture Extension Service to identify areas where agriculture can be enhanced locally	X	X	X	X	X	<ul style="list-style-type: none"> • Fayette County Agriculture Extension Service • Fayette County Chamber of Commerce • Fayette County Mayor Rhea Taylor
2. Use website to list local producers.	X	X	X	X	X	<ul style="list-style-type: none"> • Fayette County Chamber of Commerce • Fayette County Mayor Rhea Taylor

Fayette County Three-Star Program Five Year Strategic Plan

Committee: Joint Economic & Community Development Board Component: Infrastructure Assessment

Goals/Strategies/Activities	Time Line					Responsible Parties
<u>Infrastructure Assessment</u>						
Identify and assess infrastructure needs and assets.						
	2007	2008	2009	2010	2011	
1. Inventory of infrastructure and upgrade needs	X	X	X	X	X	<ul style="list-style-type: none"> • Fayette County Mayor Rhea Taylor • Joint Economic & Community Development Board • Local utility providers
2. List and categorize all available property for sale	X	X	X	X	X	<ul style="list-style-type: none"> • Fayette County Mayor Rhea Taylor • Joint Economic & Community Development Board • Fayette County Chamber of Commerce
3. Identify where utilities are and how to access them	X	X	X	X	X	<ul style="list-style-type: none"> • Fayette County Mayor Rhea Taylor • Joint Economic & Community Development Board • Local utility providers
4. Use website to provide access to infrastructure information	X	X	X	X	X	<ul style="list-style-type: none"> • Fayette County Mayor Rhea Taylor • Fayette County Chamber of Commerce

Fayette County Three-Star Program Five Year Strategic Plan

Committee: Joint Economic & Community Development Board Component: Education Assessment

Goals/Strategies/Activities	Time Line					Responsible Parties
<u>Education Assessment</u> To help prepare the young people for future higher education and vocational advancement.						
	2007	2008	2009	2010	2011	
1. Inventory of educational opportunities and locations	X	X	X	X	X	<ul style="list-style-type: none"> • Fayette County Board of Education • Fayette County Career Center • Private & Home School Representatives