

Exhibit 2-1

**Goals and Strategies**

<b>Goal</b>	<b>Strategy</b>	
	<b>Short-Term</b>	<b>Long-Term</b>
1. Implement the CEDS.	<ul style="list-style-type: none"> <li>• Continue to support local economic development organizations, focusing on communication efforts.</li> <li>• Strengthen public participation and leadership within the County.</li> <li>• Implement the County marketing plan.</li> <li>• Encourage the marketing of travel and tourist-related activities as well as industrial sectors.</li> </ul>	<ul style="list-style-type: none"> <li>• Review and update the CEDS regularly and update demographic and economic data annually.</li> <li>• Promote continued commercial and industrial growth throughout the County.</li> <li>• Promote cooperation among jurisdictions in industrial land, infrastructure and other areas.</li> <li>• Evaluate need for a revolving loan fund to assist business locations and expansions.</li> </ul>
2. Retain and expand existing industries.	<ul style="list-style-type: none"> <li>• Create a newsletter for communicating with County businesses, site selectors and other interested parties.</li> <li>• Encourage local industries to expand and invest in the County.</li> <li>• Expand the business visitation program.</li> <li>• Create networks and alliances for local companies.</li> </ul>	<ul style="list-style-type: none"> <li>• Create programs to support existing (as well as new) industries.</li> <li>• Recognize "transferable" skills when determining industry targets.</li> <li>• Upgrade infrastructure to meet business needs.</li> <li>• Establish marketable business and industrial parks.</li> </ul>
3. Attract new jobs	<ul style="list-style-type: none"> <li>• Recruit new companies in targeted sectors and other manufacturing and sector industries.</li> <li>• Promote advanced technology within the region.</li> <li>• Support development of the planned Commerce Park as well as local industrial parks with sites and buildings for commercial prospects.</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluate target industries regularly with respect to the changing local and national economy.</li> <li>• Promote and encourage the development of tourism in the region.</li> </ul>
4. Promote entrepreneurial and small and minority business development	<ul style="list-style-type: none"> <li>• Nurture new business formation and new spin-off activities.</li> <li>• Evaluate the prospects for the proposed incubator and implement the project if feasible.</li> <li>• Encourage special programs in the public schools and Community College for entrepreneurs and small business development.</li> </ul>	<ul style="list-style-type: none"> <li>• Support expansion of existing incubator facilities.</li> <li>• Encourage and support the creation of new enterprise zones in the region.</li> <li>• Improve schools and educational opportunities.</li> </ul>
5. Promote a skilled/trained workforce	<ul style="list-style-type: none"> <li>• Work with the School Board to upgrade the Vocational-Technical School.</li> <li>• Support programs of the community college for</li> </ul>	<ul style="list-style-type: none"> <li>• Develop educator/business partnerships.</li> <li>• Expand relationships with institutions of higher learning.</li> </ul>

**Goal**

**Strategy**

**Short-Term**

**Long-Term**

- economic and workforce development.
- Support implementation of Workforce Investment Act at local and regional levels.
- Continue to support AMTA (Advanced Manufacturing Technology Association).
- Provide necessary job training and development programs that encourage pride as well as skill in the workplace and that match the requirements of existing and prospective employers.
- Work with schools to help students identify technical jobs as valuable opportunities for career development
- Work with Schools to institute life skills into existing curriculum as to the expectancies of employers such as being at work on time and being ready to work

- Provide a highly trained and motivated work force.
- Expand the capacity of Adult Education Centers to reach and train more adults in the region who lack a GED.

6. Facilitate and manage growth in accordance with the Future Land Use Plan and environmental quality protections.

- Plan, design and implement the sewer extension project on Route 29 south to Altavista.
- Complete site preparation at existing industrial sites at Dearing Ford and Brookneal.
- Rehabilitate vacant, underutilized buildings for industrial development purposes.
- Proceed with development of the Joint Airport Park, working with the City of Lynchburg as appropriate
- Identify a large property for industrial site development.

- Acquire and develop property for large industrial sites that can compete favorably on a global basis.
- Continue to develop public water and wastewater systems in all areas where such systems are deemed economically feasible to meet the needs of existing and planned residential, commercial developments.

7. Improve the variety of retail goods and services available to County residents.

- Promote and support commercial development in designated growth areas, particularly in existing towns and villages.
- Identify impediments to retail and service sector growth.

- Develop and implement a marketing strategy for retail and service businesses.

8. Incorporate initiatives with appropriate land use regulations.

- Provide multiple zoning classifications for business and industry
- Preserve agriculture land
- Explore utilization of transfer of density rights

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	<b>Short-Term</b>	<b>Long-Term</b>
9. Promote tourism.	<ul style="list-style-type: none"> <li>• Create a tourism development task force to review issues and initiatives.</li> <li>• Promote redevelopment of the County's towns and villages.</li> <li>• Promote tourism through the Dept. of Economic Development.</li> </ul>	<ul style="list-style-type: none"> <li>• Promote attractions and historic resources in the County</li> <li>• Coordinate with regional tourism promotion efforts.</li> </ul>
10. Preserve agricultural base and promote modern agricultural enterprises.	<ul style="list-style-type: none"> <li>• Attract agri-business and industry to the County as a compliment to existing agricultural enterprise.</li> <li>• Work with the agricultural community to expand marketing of County products.</li> </ul>	<ul style="list-style-type: none"> <li>• Enhance the agricultural sector as a strong component of a diversified economy.</li> <li>• Explore business development options in agricultural diversification in areas like nutraceuticals and aquaculture.</li> <li>• Assist farmers in forming alliances for effective marketing.</li> <li>• Develop opportunities to promote agricultural tourism.</li> <li>• Evaluate feasibility of an incubator for assistance to small farm businesses and agricultural entrepreneurs.</li> </ul>
11 Provide necessary resources to accomplish these goals.		

Source: Campbell County and Thomas Point Associates, Inc.