

## Draft Economic Development Vision

Based on the initial dialogue of stakeholders, public, and steering committee, the following vision statement has been drafted:

*We will strive to realize the economic potential of Goose Creek, building a broader tax base that enhances our strong neighborhoods and residential growth, allowing Goose Creek to continue to provide an excellent quality of life for its citizens, while ensuring a sustainable level of service for which they are accustomed.*

*This economic potential will include growing small businesses from within, promoting entrepreneurship, and positioning the City for outside investment and employment. We will follow an action-oriented work plan for economic growth, one that is based on true market realities and potential, while providing a return on our economic development investments. Goose Creek will solidify its voice in economic development efforts, building strong regional partnerships and engaging all of our citizens in civic functions and community development.*

## Draft Strategic Elements and Goals

All input to date has fallen into five common themes as identified below. Each of these themes will ultimately become a different chapter of the Strategic Economic Development Plan. As a strategic planning exercise, the Steering Committee has established goals for each theme. Each goal is meant to present a general result that the plan's implementation should accomplish. The draft plan will ultimately detail specific strategies and projects to accomplish each goal.

### **1 – Business Development** - Recruitment of new businesses and retention of existing ones.

1. Create an improved business environment that offers a streamlined process for small and independent businesses.
2. Target new employers that can provide higher wage jobs and opportunities for our local workforce.
3. Cultivate an entrepreneurial economy that encourages new enterprise, building an internal network of information and collaboration.

### **2 – Product Development** - Investment in economic development including infrastructure and property improvements.

1. Create baseline knowledge base showing market demand and potential for growth in commercial, residential, and employment uses.
2. Inventory existing resources available to support investment including incentives, regulations, and infrastructure. Identify deficiencies and enhance existing assets.
3. Design a more proactive approach to guide growth and development, identifying receiving areas for new investment or redevelopment, including expansion of infrastructure and municipal limits.

**3 – Market Position** – Creation of a marketing strategy to promote Goose Creek as a place, while positioning it to receive economic investment.

1. Create a brand identity for Goose Creek that solidifies its sense of place with residents as well as those within the metro area, by connecting the community's assets and values that distinguish it from others in the region.
2. Build a comprehensive brand system that provides the City with a toolbox to communicate to its citizenry, visitors, businesses, and expanded customer base.
3. Create a distinct position for economic development that builds brand awareness of Goose Creek within the region and state, by targeting new investment in small business, entrepreneurship, and employment.

**4 – Quality of Life** – Continuing to provide a quality of life that will make Goose Creek a desirable place to live, as well as invest.

1. Maintain and enhance Goose Creek's outstanding quality of life including its active and passive recreational resources, public safety, community events, and more rural sense of place.
2. Partner with other agencies such as Berkeley County Schools, Library, Crowfield Community Services Association, Berkeley Electric Cooperative, among others, to continue to provide services that make the community an award winning place to raise a family.
3. As the community grows, look to make strategic investments that enhance Goose Creek's quality of life, while maintaining a sustainable level of service.

**5 – Partnerships** – Solidifying Goose Creek's role in local and regional economic development efforts.

1. Build stronger partnerships with Berkeley County Economic Development and the Charleston Regional Development Authority to ensure that Goose Creek's needs are appropriately addressed in their respective work plans.
2. Construct a unique model for economic development that helps Goose Creek achieve the goals of this plan, while functioning within the capacity of Goose Creek's municipal framework.
3. Create a work plan for economic development that is dynamic in nature, with clear goals and outcomes, as well as benchmarks for continued evaluation and revision.