

# Macon County Certified Entrepreneurial Program



Report for EDC



# **ENTREPRENEUR SUBCOMMITTEE**

**STRATEGY, VISION, MISSION and  
GOALS**

# STRATEGY

A successful economic development strategy must focus on **improving the skills** of the area's workforce, **reducing the cost** of doing business and **making available the resources** business needs to compete and thrive in today's global economy.

# VISION

Macon County shall remain the most prosperous and most liveable county in WNC through active support of new and existing entrepreneurs and active recruiting of compatible business

# MISSION

- RETAIN AND EXPAND EXISTING BUSINESS
- PROVIDE TOOLS AND RESOURCES TO PROMOTE SMALL BUSINESS DEVELOPMENT AND BUSINESS
- ATTRACT NEW BUSINESS AND JOBS

# OVERARCHING PRINCIPLES

- DO NOT DEVELOP A BUREAUCRACY
- DO SOMETHING ACTIONABLE – SHOW PROGRESS
- INVOLVE PEOPLE IN THE COMMUNITY

# GOALS – page 1

- **ENGAGE SMALL BUSINESS, BUDDING ENTREPRENEURS INTO THIS PROCESS**
- **LESSEN BUREAURACY – for example ONE STOP SHOPPING FOR LICENSING, PERMITTING**
- **SPONSOR LOCAL GET TOGETHERS HIGHLIGHTING BUSINESS (NOT ROUND UP USUAL SUSPECTS)- USE CHAMBERS, SCC, WCU, BIZWRKS, ETC**
- **EXPLORE REGIONAL INTERACTION – REGION A PLUS RABUN CTY, ADV WEST, OTHERS?**
- **DEVELOP ENTREPRENEUR FINANCIAL OPTIONS**
- **DEVELOP INCREASED INTERACTION WITH WCU**
- **DETERMINE METHOD TO MEASURE PROGRESS**

# ACTIONS NEEDED

- **DEVELOP DATABASE OF AVAILABLE REAL ESTATE – MAKE PART OF WEBSITE – ACTION ONGOING**
- **DEVELOP DATABASE OF UTILITY CAPABILITIES (INTERNET, WATER, SEWER, ELECTRIC, ETC)**
- **BEGIN REGIONAL INTERACTION – MEET WITH REGION A PLUS RABUN CTY – DILLS HAS MTG WITH CLAY CTY**
- **SPONSOR LOCAL SEMINARS, HONORIFICS, DO A COMMUNITY SCHEDULE? - WORK WITH CHAMBERS, BANKS, ADV W, GOV ? NOT JUST CHAMBER MEMBERS? PUBLIC FORUMS, INVITE ONLY?**

# **ACTIONS (CONT)**

- **ENGAGE SMALL BUSINESS, BUDDING ENTREPRENEURS INTO THIS PROCESS –INVITE GENERATE AND/OR ENHANCE COMMUNITY AND COUNTY GOVERNMENT SUPPORT (WE ARE NOT TALKING MONEY)**
- **PROVIDE ACCESS TO EXISTING SUPPORT (EDC/DIR; CHAMBERS, SCORE, SWCC, WEB,?)**
- **EDUCATE COMMUNITY (MEDIA, VISIBILE ACTION, LESSEN BUREAURACRY – ONE STOP SHOPPING FOR LICENSING, PERMITTING, ETC – CTY MANAGER IS WORKING**

# ACTIONS (CONT) (p3)

- **ACTIVELY RECRUIT COMPATIBLE BUSINESSES (WHO DOES THIS? DO WE DO THIS?)- EDC FCT, ALL OF US, NEEDS FOCUS**
- **RECOMMEND TAX INCENTIVES – DO WE WORK TO MAKE THAT HAPPEN AS GENERAL RULE?**
- **USE INCUBATOR – MACON COUNTY SCHOOL INITIATIVE ON GOING; WORKING WITH SCC AND WCU**
- **DETERMINE METHOD TO MEASURE PROGRESS**
- **CONTINUALLY ADD TO THIS LIST**

# BACK UPS

# ECONOMIC DEVELOPMENT CENTER

- Clearing House for economic development data (demographics, employers, POCs for small bus., etc)
- Single POC for Macon Cty and conduit into regional EDCs
- House the Director of ED and staff – duties are outreach to industry, support for existing and aspiring business
- Manage Website, email responses, phone POC; manage Incubator
- Support SCORE and other small business support operations
- Partner with FHS, SCC, Clemson, UT, WCU and other educational entities, advantage west, etc
- Support EDC efforts of Commissioners, EDC, CEC, and regional partners

# METRICS

- NEED A CHAMPION – VINCE? SUSIE?
- WHAT TO MEASURE? JOBS NUMBER, UNEMPLOYMENT RATE, AVG INCOME, NUMBER OF BUSINESS, NUMBER OF LICENSE?
- HOW DO WE MEASURE NUMBER OF BUSINESS THAT FAIL?