



Craven County Economic Development

Five Year Strategic Initiatives 2015-2019

Initiative 1: Product Development

Goal: To have available product for prospects through identification and preparation of 10 or more sites and/or buildings.

Initiative 2: New Business Recruitment

Goal: To recruit and assist 5 targeted new companies.

Initiative 3: Business Retention and Expansion

Goal: Assist 20 existing companies with expansion and operational needs.

Initiative 4: Small Business and Entrepreneurial Development

Goal: Assist local entrepreneurs with business development and ongoing support.

Initiative 5: Training and Workforce Development

Goal: To assist key stakeholders and partners with Workforce Development programs that address long-term training needs for local industries.