

Wayne County has a longstanding history of strategic planning. The commitment to creating and implementing a shared community vision has led to consistent success in their economic development program. As the Alliance completes the last action items for the 2016-2020 strategic plans, they are beginning to look forward to the next five years.

The strategic planning process included a wide range of leaders from across Wayne County. The Alliance brought together representatives from education, business, agriculture, utilities, governments, and the nonprofit sector for a series of roundtable discussions on economic development. The results of those meetings, along with staff input, are the 2016-2020 Economic Development Strategic Plans.

Initiative 1: Business Retention and Expansion

Objective 1: Broaden the scope of the visitation program in order to strengthen the relationships and trust of Wayne County industries.

Strategy 1: Continue visits with management of local industries, sending timely correspondence of importance as a means of additional contact. Communicate with headquarters locations in the US and worldwide through an executive outreach program to stress the importance of their presence in Wayne County.

Strategy 2: Strengthen the early warning system in order to be proactive in assisting at-risk companies before layoffs and downsizing, utilize Google Alerts. Also research other means of company alerts through the outsourcing of this function to a third party.

Strategy 3: Increase industry awareness and participation of training programs, resources and wage and benefit survey through continued relationship building and communication.

Objective 2: Implement industry appreciation initiatives to highlight and thank our existing industries for their continued investment in Wayne County.

Strategy 1: Promote industry achievement through an awards program to recognize companies celebrating milestone anniversaries in Wayne County.

Strategy 2: Conduct appreciation events to highlight local industry during WCIC week.

Objective 3: Serve as liaison between industry, the education system and the public to continue to improve the messaging of the importance of manufacturing in Wayne County.

Strategy 1: Continue to support the “WORKS” initiative in Wayne County. Internally promote the importance of this and other workforce development programs.



Strategy 2: Research and encourage new programs to address education & workforce development to include, but not limited to, the new Advanced Manufacturing Center. Encourage using the Center to expand apprenticeship and internship programs.

Strategy 3: Support and encourage executive roundtable events consisting of top industry management to address concerns and issues, as well as share best practices.

Strategy 4: Support industry and public education tours by assisting with communication and organizational efforts. Utilize youth field trips as a way to raise awareness of local careers.

Strategy 5: Continue to support and co-host Environmental Health & Safety meetings at Wayne Community College for industry leaders.

Strategy 6: Support and sponsor Wayne County Chamber “Hot Topics” as a means of involving industry leaders in events related to economic development.

Strategy 7: Promote industry awareness among the citizens of Wayne County. This includes drawing attention to our industry clusters and the employment opportunities within these clusters as well. This will also entail our working with the Wayne County Public Schools in educating the parents of students concerning these opportunities.

Strategy 8: Assist in the development of a soft skills program targeted to middle school students in partnership with the school system.

Objective 4: Support the existing agriculture sector in Wayne County. Explore agriculture internships and apprenticeship program. Support further outreach from University of Mount Olive and Wayne Community College agriculture programs to support farming businesses.

Strategy 1: Explore potential programs that will promote the agriculture industry in Wayne County.

Initiative 2: Business Development and Marketing

Objective 1: Implement initiatives to build strong alliances, recruit new industry, and help to facilitate the creation of jobs in order to diversify the tax base, providing tax relief to citizens across Wayne County.

Strategy 1: Continue to build and maintain relationships with Site Location Consultants through a proactive communication plan that will include visits, email newsletters, marketing mailers, familiarization tours (physical and virtual), and other forms of outreach efforts as discovered.



Strategy 2: Participate in external marketing events and programs offered through Economic Development Partners on a regional, state and national level.

Strategy 3: Create and maintain a legislative awareness of Wayne County concerns, issues and attributes by establishing scheduled communications, both locally and through our regional allies.

Objective 2: Increase WDCA's marketing reach among regional, state, national and international allies who assist with WCDA's recruitment efforts.

Strategy 1: Continue to market Wayne County through e-blasts, presentations to consultants, regional alliances, and state project managers for lead generation.

Strategy 2: Revisit and update the WCDA marketing brand. Utilize various forms of media (print, electronic, interactive, web, video, etc.) to develop professional marketing pieces that promote Wayne County's attractions and attributes.

Strategy 3: Update the WCDA website with current and relevant content in order to reach desired audiences.

Strategy 4: Leverage innovations in technology, social media, and other forms of non-traditional marketing channels to deliver the Wayne County Development Alliance's branding message.

Objective 3: Focus on the "Triple A+ Community" sectorial opportunities of Wayne County in order to utilize the available and qualified labor force.

Strategy 1: Advance Manufacturing & Automotive – Market Wayne County as an ideal location for these types of industries using the new Advanced Manufacturing Center to focus recruitment efforts in this area.

Strategy 2: Agriculture – Market Wayne County as an ideal location for these types of industries and related industries such as food and other processors. Collaborate with surrounding economic development organizations in the recruitment efforts of this area, as well as support the new Ag Center in Goldsboro.

Strategy 3: Aerospace/Defense - Market Wayne County as an ideal location for these types of industries, promote the workforce talent retiring out of the air force as recruitment efforts in this area. Support Seymour Johnson Air Force Base through various sponsored events to help highlight the economic impact it has on Wayne County.

Objective 4: Ensure Wayne County is complete for new and expanding industry.

Strategy 1: Conduct a review of the current incentive policy to ensure Wayne County's local incentive program is competitive and provides a return on the investment.



Strategy 2: Benchmark Wayne County's cost competitiveness with other communities.



Initiative 3: Product Development

Objective 1: Continue to partner with Wayne County and other organizations to promote an economic development fund for product development and special projects.

Strategy 1: Continue to explore product development opportunities throughout the county by tracking areas of growth.

Strategy 2: Track transportation infrastructure and what development opportunities may become available along the new transportation corridor.

Strategy 3: Assess the potential and cost of upgrading the most marketable sites in Wayne County from available to buildable sites. Specifically, research soil conditions and how to mitigate, apply for the Duke Energy Site Readiness Program, and certify sites.

Strategy 4: Identify properties that have access to active/inactive rail and determine the cost associated with re-activating rail service.

Strategy 5: Explore building revitalization opportunities to include downtown buildings.

Strategy 6: Identify improvements to the Mount Olive Regional Airport and Wayne Executive Jetport in order to increase its marketability.

Strategy 7: Work with County of Wayne to develop restrictive covenants, install screening and landscaping, and explore the possibility of an owners association within new industrial parks; implement and or reactivate covenants and owners association at existing parks.

Strategy 8: Explore the level of broadband available and needed throughout the county.

Initiative 4: Investor Relations & Development

Objective 1: Continue a level of transparency and confidence among Impact Wayne Investors through constant communication and updated progress in completing initiatives, objectives and strategies of the 2016-2020 Impact Wayne Campaign.

Strategy 1: Develop and implement a comprehensive plan of communication with investors.

Strategy 2: Solicitation of and response to investor feedback throughout the five year strategic plan.

Strategy 3: Create a new investor advisory council consisting of top level Investors for the 2016-2020 Impact Wayne Campaign.

Strategy 4: Host investor appreciation events as an opportunity to provide an update of the five year strategic plan.

Strategy 5: Develop a funding strategy for subsequent capital campaigns.

Strategy 6: Bring awareness of Impact Wayne Investors through “Investor Spotlight” located on WCDA’s website.

Initiative 5: Assistance Program

Objective 1: Provide support to new and existing businesses, as well as small businesses to help ensure their success and longevity in Wayne County.

Strategy 1: Identify funding sources through various programs that could be used for a small business loan fund program. Investigate contract administration for such a program.

Strategy 2: Establish an ‘entrepreneur web portal’ on the WCDA website providing a list of resources for small business owners.

Strategy 3: Investigate the feasibility of a small business incubator facility.