ECONOMIC VITALITY AND DIVERSITY

STRATEGIC FOCUS AREA MISSION

Economic vitality and diversity requires a healthy local economy that serves all segments of the population and provides the monetary resources necessary to support the community. This includes sustaining a tax base sufficient to fund community services, providing members of the community with sufficient wages, and providing capital for community development.

STRATEGIC FOCUS AREA OBJECTIVES

- Recruit and Retain Employers
- Promote Downtown Revitalization
- Promote Commercial Development in Economically Disadvantaged Areas
- Enhance Skills of Workforce
- Develop and Redevelop Commercial/Industrial Parks/Sites
- Assist Small Businesses

STRATEGIC FOCUS AREA CATEGORIES

Business Inclusion and Advancement, Public Assembly Facilities (Winston-Salem Fairgrounds, Bowman Gray Stadium, Dixie Classic Fair, Downtown Ballpark, The Benton), Off-Street Parking, Community Grants, Capital Projects

STRATEGIC FOCUS AREA TOTAL BUDGET

$19,944,800

STRATEGIC FOCUS AREA PRIORITIES

Short Term Priorities
1) Continue to partner in development of the Whitaker Park business site
2) Recruit small business (<100 employees) and foster an entrepreneurial atmosphere
3) Partner with workforce development training initiatives
4) Evaluate current economic development policies regarding non-capital investments

Mid Term Priorities
5) Identify infrastructure needs to enhance economic development activity
6) Develop travel and tourism promotion strategies
7) Evaluate the use of land banking for commercial development
8) Seek out regional cooperation on economic development initiatives
9) Engage Forsyth County Commission and Winston-Salem/Forsyth County School Board in policy discussions regarding economic vitality
10) Promote internship opportunities
11) Evaluate project-based lending programs
12) Assist with downtown retail, commercial recruitment, and redevelopment projects