

# STRATEGIC GOALS

## **Balanced Industry Mix**

Create a balanced and diversified industry mix, which targets healthcare, divisional headquarters, electronics, service centers, and technology and manufacturing.

## **Retention**

Our top priority must be this clear message: “We take care of our own.” Our focus will be on maintaining a strong base of jobs and opportunity locally.

## **Regionalism**

Obion County will be the leader in convening more regional collaborations around such issues as Marketing and Vocational Training, and put in place new regional economic strategies with mutual beneficial returns.

## **Job Growth**

Create an average net new job growth of 500 incremental jobs per year for a five-year total of 2,500 jobs over and above our regular growth.

## **Opportunities for Youth Index**

Increase countywide opportunities for local college graduates to find work at home and former residents to return home and find employment in Obion County, and remain competitive within the State of Tennessee regarding this index.

## **Population Growth**

Increase countywide population to 40,000 by 2010, a growth of 22% for the five-year period.

## **Capital Investment**

Increase non-residential capital investment throughout the region as measured by additions to the real estate tax rolls.

## **Housing**

Increase residential building permits in the county by 25% a year throughout the five-year program.

## **Retail**

Increase Countywide Retails Sales by encouraging new retail investment in the county, averaging an annual increase in sales tax receipts over the five year plan of 5% compounded per year.

## **Tourism**

Enhancing tourism and recreation promotion within the County utilizing Reelfoot Lake as a major draw, while developing other accommodations countywide to impact local sales tax receipts.

## **Diversity and Unity**

Increase diversity within Obion County businesses, and encourage the inclusion of African Americans, and Hispanic Americans on boards, councils, and commissions throughout the public and privates sectors.

## **Education and Training**

Establish a Public and Private collaborative with the county and city K-12 programs to help develop job skills with students, add skill development for instructors, encouraging Obion County businesses to adopt a school or a program, to mentor students, and encourage job sharing between teachers and private sector employers.