

**ECONOMIC STRATEGIC PLANNING COMMITTEE**  
**September 2010**

**I. Tell the Story – Market what we have! TDA will develop the initial marketing piece for everyone to build on.**

**A. What is the Story?\*** **need shortest tag line possible to spark interest**

**B. Who do we tell?**

**1. Everyone – Inside & Outside Rutherford County**

**a. Retirees**

**b. Young People**

**c. Businesses – Commercial & Industrial**

**C. How? – Realtors, websites, TDA, Chamber of Commerce**

**II. Connectivity “Last Mile” – Driven by IPDC; IPDC has held first meeting and committee established.**

**III. Land Use/Code Enforcement – EDC to investigate - purpose is how to be able to better support Rutherford County responses about Land Use.**

**IV. Community Pride – How do we generate a positive – question to go back to the Round Table.**

**V. Amenities – It is critical that the count develop additional amenities for families, young adults and retirees. Turn back to Roundtable to address.**

**VI. Entrepreneur Friendly – Buy Local, 3/50 Project – The development of Entrepreneurship and small businesses will be a driver of the Rutherford economic recovery. Foothills Connect through “Farm Fresh”, the roundtable and the RC and Hickory Nut Gore Chamber will address this item.**

**VII. Target Industry – EDC will continue to respond to request by companies and will work with industrial, distribution, and micro-manufacturing consults to bring potential businesses to Rutherford County.**

**VIII. Media Involvement – Utilize AM Radio Stations, WNCW, as well as usual outlets**

**\* Content of Story includes:**

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|-------------------------------------------|-------------------|
| - Cost of Living                          | Agriculture       |
| - Quality of Life                         | Climate           |
| - Education                               | Low Crime         |
| - Health Care                             | Small Town Living |
| - Outdoor Activities (Recreation Program) |                   |