

St. Clair County Economic Development Council 5-Year Strategic Goals (2019-2024)

Education and Workforce Development

- ◆ Host an annual meeting to create partnerships between employers and educators to ensure that St. Clair County has a trained, skilled workforce to meet the job opportunities available in St. Clair County
- ◆ Communicate to the community the growing career opportunities in our region including Advanced Manufacturing, Healthcare, Construction, Information Technology, and Transportation through print and electronic media, public appearances, and videos
- ◆ Meet with Jefferson State Community College officials in St. Clair County annually to promote and encourage the addition of relevant courses of study for our growing career opportunities
- ◆ Communicate the importance of a high quality educational system in order to have sustained economic growth through print and electronic media, public appearances, and news outlets
- ◆ Conduct annual presentations to the Board of Education for St. Clair County Schools and Pell City Schools to update and encourage the addition of courses of study for our growing career opportunities
- ◆ Assist in the attainment of funds to support the growth of Jefferson State Community College and K-12 programs in order to strengthen St. Clair County's educational assets
- ◆ Have an EDC staff member Chair the Regional Workforce Council – Central 6 Alabama Works
- ◆ Host educators, administrators, and school counselors on an industry tour
- ◆ Establish at least 5 OJT (on the job training contracts) between St. Clair County companies and the Career Service Centers using WIOA funding
- ◆ Meet with educators to establish a marketing plan for promotion of Workforce Development programs
- ◆ Honor an educational leader in workforce development annually

Job Recruitment and Retention

- ◆ Announce \$ 150 million in new capital investments
- ◆ Announce \$ 50 million in new payroll from new jobs created
- ◆ Announce \$ 3 million in additional tax revenue for schools
- ◆ Announce 1,500 new jobs throughout the county
- ◆ Identify and market an additional 500 acres of sites suitable for specific users in cooperation with St. Clair County and its municipalities with at least 30% being located near the I-59 corridor
- ◆ Survey 50 existing St. Clair County businesses annually to determine growth potential and business needs
- ◆ Hold a biannual "Economic Development Summit" to educate industry representatives on the economic development process, i.e., available incentives, proper use of incentives, provide updates on new incentive programs
- ◆ Publicize and recruit to St. Clair County's healthcare and educational assets through print and electronic media, public appearances, and news outlets
- ◆ Identify opportunities and coordinate successful grant requests for municipalities

Tourism

- ◆ Develop a detailed tourism strategy for EDC Board approval
- ◆ Catalog tourism assets countywide
- ◆ Hire a tourism specialist
- ◆ Create a countywide calendar of tourism activities and events
- ◆ Meet annually with State and Regional tourism organizations
- ◆ Visit other communities annually to determine best practices in tourism
- ◆ Create a multi-media marketing platform to provide information of tourism events, activities, and sites throughout St. Clair County

Marketing

- ◆ Connect local real estate partners via media outlets to provide information about current non-residential site availability
- ◆ Interact with each local Chamber at least one time per month
- ◆ Create a newsletter that will go to Partners and Leadership St. Clair County Alumni on a quarterly basis
- ◆ Use Public Relations perception-changing messages from local school districts in outgoing promotional materials
- ◆ Create partnerships with each Chamber and Municipality to populate a countywide calendar and determine the means by which it can be effectively distributed
- ◆ Host a meeting to discuss the creation of a regional marketing alliance for the I-59 Corridor

Leadership

- ◆ Identify additional funding sources for Leadership St. Clair County and the EDC
- ◆ Evaluate Main Street districts and apply for Main Street Network designation in communities that have the infrastructure required
- ◆ Hold a Community Planning Summit for local elected officials to create awareness of planning strategies and monies available to municipalities
- ◆ Provide annual list of Leadership St. Clair County Alumni to each municipality for consideration for municipal board appointments and strategic planning taskforces
- ◆ Present to every city council at least twice a year on current EDC activities and efforts
- ◆ Continue funding Leadership St. Clair County
- ◆ Have at least one community in St. Clair County ACE certified