

Enfield Economic Development Implementation Plan 2018 - 2019

Economic Positioning/Vision: Enfield: American made since 1740 and the next big opportunity to pursue your passion ... let's talk

AMERICAN MADE SINCE 1740	PURSUE YOUR PASSION
<p>Goal: Leverage Enfield as the start of the American Revolution</p> <p><i>Objective #1.1:</i> Develop a plan to promote Enfield's historic attributes and identify funding sources</p>	<p>GOAL: Promote Enfield as an affordable and flexible destination to live and invest</p> <p><i>Objective #2.1</i> Measure the population change, square feet expansion of businesses, number of visitors, and new jobs</p>
<p>Action: Work with NC Department of Cultural Resources and NC Economic Development Partnership's VisitNC.com Task: Include Enfield's historic assets and marketing in the 5 Year Plan</p>	<p>Action: Develop testimonials from residents and visitors Task: Publish testimonials on the town website, Halifax County Convention and Visitors Bureau, Halifax County Economic Development Commission</p>
<p>Action: Market Enfield's historic assets Task: Work with Halifax County Convention and Visitors Bureau on developing a marketing strategy</p>	<p>Action: Advertise Enfield in relevant publications, emphasizing affordability and investment opportunities Task: Identify publications that can maximize Enfield's exposure</p>
<p>Action: Work with NC Main Street on developing strategies for downtown revitalization Task: Follow NC Main Street's four points: Organization, Economic Vitality, Promotion, and Design</p>	<p>Action: Work with NC Broadband to plan open WiFi in the downtown area Task: Contact NC Broadband for assistance Task: Research other towns in North Carolina that have open WiFi</p>
	<p>GOAL: Develop an information hub or center for people to learn more about living and investing in Enfield</p> <p><i>Objective #2.1</i> Measure the number of website/social media hits, responses and visits</p>
	<p>Action: Develop a website that links to town website that provides information to prospective residents and entrepreneurs Task: Produce a map of the town that highlights Enfield's assets Task: Distribute map at Town Hall, the local bed and breakfast, gas stations, Interstate Welcome Center, and KOA campground</p>

The *goals*, *objectives*, *actions*, and *tasks* refer to the following definitions:

Goals...

...are general guidelines that explain what you want to achieve – they are usually long-term and represent global visions, such as “grow the local economy”

Objectives...

...define strategies or implementation steps to attain the identified goals. Unlike goals, objectives are specific, measurable, and may have a defined completion date

Actions...

...often, each objective is associated with a series of actions. Therefore, implementing a strategic goal typically involves implementing a series of actions along the way

Tasks...

...a step by step list that will help you accomplish each action, usually achievable in 1 year