

# Policy/Program Document

## Business Attraction

### Town of Davidson

**Strategic Plan:** The Strategic Plan includes the analysis and **vision** driven by five **Guiding Principles**:

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| 1   CREATE AN ENABLING ENVIRONMENT                                      |
| 2   LEVERAGE ASSETS TO ATTRACT NEW INVESTMENT                           |
| 3   BUILD VALUE FROM WITHIN   |
| 4   REPOSITION DAVIDSON WITHIN THE REGIONAL ECONOMY                     |
| 5   MONITOR SUCCESS WITH CONTINUED AND EXPANDED MEASURES OF PERFORMANCE |

**Work Plan:** In accordance with the Strategic Plan and subsequent Work Plan we evaluated the current Business Attraction practices at the town level and with Lake Norman EDC, a public-private economic development organization charged with attracting large business and industry to provide jobs in the Lake Norman region. In reviewing we found the following:

The largest employers generally enter the market – first via the internet during their due diligence – then through state or regional EDC officials. This may include the **Charlotte Regional Partnership**, or more often, the **Charlotte Chamber of Commerce** or directly through the **Lake Norman EDC**.

**Proposed Policy/Program:** The primary focus of the program is to provide “shovel ready” sites for larger scale office and/or industrial developments. Shovel Ready would include zoning, infrastructure (water/sewer, electrical and data, and road improvements) and other due diligence such as surveys, soils and/or environmental testing or engineered plans. This may also include site clearing and/or grading. To achieve a business-friendly culture, customer service focus and to obtain consistent and relevant quantitative data, we recommend the following policy by the Town of Davidson for Attraction:

1. Develop a document – to include in the Annual Business Report – which provides information on local demographics and maps showing available sites (1+/- acre or larger) in each targeted economic area (e.g. Circles at 30, South Main District or Davidson East). Add to website.
2. Coordinate with the Lake Norman EDC regarding site listings (via Xceligent) and provide information or facilitate discussions about: assistance with planning/zoning matters; public safety; identification of regional/state/federal financing/funding programs; facilitation of incentive programs; facilitation of workforce development/education or internship programs through local academic/educational institutions. This may also include other tools and programs available through federal organizations such as SBA and EDA.
3. Upon project completion, include “C” suite executives in the BRE program (see policy document) and include in the annual Business Leader’s Roundtable Summit.