

March 1, 2010

## Economic Development

### Mission

1. Develop manual for opening, sustaining, or bringing a business to Bluefield.
2. Identify our existing sites, complete with all particulars.
3. Identifying type of business that our area is suited for.
4. Visiting our existing business community to find ways to help, and talking with each business.
5. Actively promoting our area and its advantages to the rest of the Country.
6. Pursuing annexation of areas in order to expand our Tax base and available sites for development.

### Number One

A booklet or pamphlet should be developed outlining the requirement for a business which may be coming to Bluefield. This should be something that states the procedure for establishing a business, including permits required, fees to be paid, incentives available, departments which handle each item, and expectations of things which the City has available. This should be made available for existing Businesses as well.

### Number Two

A comprehensive list should be made covering existing

Businesses and available sites for development. This list should identify sites with full descriptions, ownership, and zoning designations for each one. All should be identified and made into a description booklet, and separated by area of city.

### Number Three

Our area should be studied, and all advantages should be listed, including Schools, Recreation Facilities, Health Care, Religious Activities, and Educational Specialties available in our Higher Education Facilities. A study should be made of our Colleges, and a survey of students and courses which are being utilized by the classes. This will enable us to present a profile of the labor force available and businesses it can support. A study of our labor force and suitability should also be conducted.

### Number Four

Our existing businesses should be contacted one by one, and should be made to feel welcome and valued. A questionnaire should be developed to allow a voice for concerns, advantages, and possible improvement for our business climate and relationships between officials and business. The Director should pull together the Business Community, Chamber, Civic Organizations, and Business Organizations into a tightly knit force to act with the Board &

City officials to ensure that everyone works together. Bussiness goes where it is invited, and STAYS where it is well Treated!

#### Number Five

A comprehensive campaign must be formulated to actively promote our area for development. We have several tools in the form of studies, Such as the First Impression Study, the Vision & Mission Statement, The study of Restaurants done by Bluefield State, and the Modern Technology which we have available. Bluefield and our area must be sold to the rest of the country, just as any merchandise must be sold, using all tools and goodwill of Business and Government which are available.

#### Number Six

Granted that annexation is difficult, however, it is not impossible. It must be sold to the areas which are available through a comprehensive study of reason why the Targeted areas should come in. The City has annexed our surrounding roadways, and has yet to attract citizens along these roadways, mainly because we have not made an effort. This should be a function of the Economic Director.

#### Closing

It is hoped that this outline is in accord with the request of the Board

of Directors during the Board Meeting of August 26, 2008, at which the request was made of the Board to engage a Economic Development Plan in order to move our city forward.

It cannot be stressed enough that for the survival of our City as we know it and love it, a plan must be developed and implemented at an early date. This movement has been endorsed fully by the Downtown Merchants Association, and we are sure that our citizens fully endorse the same. In answer to the statement that we cannot afford this, we maintain we cannot afford not too. Funds can be available with a combination of Grants, City Contribution, and contributions from the Business Community. These methods have been proven to be successful in other cities throughout the country. We submit this for your study, and look forward to discussing it with the Board.

Thank you,  
The Downtown Merchants Association

Art Riley, Team Leader