

Category	Functions & Tactics	Priority	Timetable to Commence	Cost	Difficulty	Responsible Party	Supporting Entities	Success Measures	Notes
Calhoun County									
Business Recruitment	Regional partners should use their resources to target appropriately-sized businesses for their communities. (i.e. rural communities should target businesses with workforce and skill requirements commensurate with those provided by the local community).	●●● High	6 - 12 months	\$	★ Easy	Calhoun County	VEDC, City, County	Prospect Business Size, Prospects, Projects, Capital Investment, Job Creation	Local EDOs should consider the needs of each prospective business and focus efforts on attracting businesses whose needs match the assets that their county provides. This includes matching infrastructure, workforce, and real estate needs of prospects to local communities. Local EDOs should focus their efforts on business where their region or location meets the Critical Location Factors (CLF) of the industry / business.
Business Recruitment	Identify and attend target industry trade shows focused on industry decision makers and site selection brokers. Partner with allies or local businesses to attend.	●●● High	6 - 12 months	\$\$	★★ Moderate	Calhoun County	VEDC, Local Businesses, Regional Partners	Trade Shows Attended, Networking Events Attended, Contacts, Marketing Materials Created / Distributed, Meetings, Visits, Prospects, Projects, Capital Investment, Job Creation	Attend Industry trade shows focused on decision makers in targeted industries and site selector/brokers (i.e., NBAA, HeliExpo, MRO Americas, Logistics Forum, City Freight Show USA, Breakbulk Americas, SelectUSA, ICSC RECon, NextGen, ECONOMIX, Regional events, etc.)
Business Retention & Expansion	Coordinate with VEDC on business retention efforts.	●●● High	6 - 12 months	\$	★ Easy	VEDC, Calhoun County	Cities	Number of Retention Visits, Number of Expansion Inquiries, Capital Investments, Job Creation	Use the resources and staffing that VEDC offers to assist in retaining businesses in the county and help existing businesses to expand. Be available to attend these visits with VEDC when they need your assistance. Be ready to provide assistance and answers to the companies when they come up in those BRE visits.
Infrastructure	Work to bring broadband and fiber connectivity and reliability throughout the County.	●●● High	1 - 2 years	\$\$\$	★★ Moderate	Utility	VEDC, City, County, State, Federal	Budget, Visits, Meetings, Contacts, Prospects, Investment, Jobs	To move toward more white collar jobs, fiber infrastructure must be accessible and reliable throughout the region. This includes residential access for inclusion of the remote worker population. This will also grow in importance as manufacturers become more automated and open up the region for data centers and other office and tech projects. This has increased in importance with Work From Home (WFH) and at home schooling due to COVID.
Marketing	Hold a competition for photography so you can have high resolution beautiful imagery.	●●● High	6 - 12 months	\$	★★ Moderate	Calhoun County	City, VEDC, Tourism, Businesses, Residents, Chambers, Students	Photos, Ambassadors, Contacts, Prospects, Events, Meetings, Visits	Hold a photography contest for a local calendar and/or social media. You need good quality, high resolution imagery that you can use in your marketing materials, social media campaigns and website. The contest will allow you to access a large number of photos without having to pay significantly for licensing for usage.
Marketing	Use tournaments, tourist events and athletic events to educate participants and attendees about living in the community and use it as a resident/talent recruitment tool.	●●● High	6 - 12 months	\$\$	★★ Moderate	Calhoun County	City, VEDC, Tourism, Businesses, Residents, Chambers, Workforce Board, K-12, Students	Events, Visits, Meetings, Contacts, Prospects, Population Growth	Use tournaments, tourist events, athletic/sporting events, concerts and special events to educate participants and attendees about why the Victoria region and especially Calhoun County is a great place to live, work and play. Place a special focus on the youth and students to possibly reduce brain drain.
Placemaking	Work to improve public school reputations and state test scores.	●●● High	6 - 12 months	\$\$\$	★★★ Challenging	K-12	Everyone	Improved Test Scores, Increased Graduates, Improved School Rankings/Ratings, Programs, Meetings, Contacts, Participants, Visits	Improving K-12 outcomes will make the region more attractive to new residents and businesses. It will provide a workforce pipeline that is sustainable. Better schools improve quality of life in the region, which contributes to bringing in new residents and opportunities. Without the improvement, growth of residents and landing new businesses whose employees need to live in the region will be difficult. Some regional ISDs are highly-ranked. You must continue to elevate your school district's standing and reputation to compete within the state for businesses and residents. Things can always be better, but be sure to tout the successes of the successful ISDs to residents and outsiders as this is a great message for the region.
Regional Collaboration	Monthly Regional Partners meetings for networking, team building and information sharing. Once a quarter regional hosting event to learn about regional assets.	●●● High	6 - 12 months	\$	★★ Moderate	VEDC, Regional Partners	City, County	Meetings, Events, New Messaging, Prospects	Have a monthly Regional Partners meeting to grow and create the needed cooperation between regional partners and VEDC. Must have a defined agenda with clear outcomes. Quarterly turn one of these meetings to a hosted event in one of the Regional Partners locations where you focus on learning about a regional partner asset like a Port or Business tour. Encouraging Regional Partners to expand their messaging and using the regions assets in their selling and prospecting.

Workforce	Begin tracking high school and post-secondary students' post graduation plans.	●●● High	6 - 12 months	\$	★★ Moderate	K-12, Universities/ Colleges	Workforce Board, Residents, Businesses	Graduates, Programs, Contacts, Local Employment, Relocations Back to Community, Population Growth, Educational Attainment	Track graduates to determine if they plan on attending higher education locally or out of the region or pursuing certificate programs or technical training that could be brought back and paired with local companies open positions. Ensure local graduates know about open positions in the community they can return to after graduation.
Infrastructure	Identify additional sites with adequate infrastructure in Calhoun County, both publicly and privately owned.	●● Medium	1 - 2 years	\$\$	★★ Moderate	City	Local Brokers / Owners, Utilities, VEDC	New Sites Added to Database, Meetings, Prospects, Projects, Capital Investment, Job Creation	Work to identify additional sites in Calhoun County that can be used to market the County. Gather the information required to add these sites to VEDC's site database. Be sure to work with the site owners / brokers to make sure they have available infrastructure and costs to bring utilities to those sites so everyone is clear on the opportunity and the costs related.
Marketing	Create a regional map highlighting the county's position. Post it on your website and have print copies available for site selectors and company prospects.	●● Medium	0 - 6 Months	\$	★ Easy	Calhoun County	VEDC	Map in place and easily accessible, Page Visits, Prospects, Projects, Capital Investment, Job Creation	Create a map of the county and put it on your website. First, the map should help orient site selectors and companies to your location within the State of Texas and the region. You should also include major assets available in your counties such as regional airports, ports, hospitals and maybe even major employers.
Placemaking	Improve quality of life and work to change perception of local quality of life.	●● Medium	1 - 2 years	\$\$\$	★★★ Challenging	County, City	Everyone	Better Rankings on National Lists, Lower Crime, Population Growth, School Ranking / Rating Improvement, Redevelopment Projects, Amenities Added, Entrepreneurs	Regional stakeholders should work together to not only improve local quality of life but also work to combat negative or incorrect perceptions about local quality of life that may deter businesses from locating or expanding in the Victoria region. This goes hand-in-hand with marketing efforts. Perception is reality until it is changed. This can be a difficult and lengthy effort, but must be a strategic focus in order to grow population and make it more appealing for companies considering relocation of operations and staff.
Placemaking	Create gathering places throughout the region.	●● Medium	2 - 3 years	\$\$\$	★★★ Challenging	County, City, Regional Partners	Developers, Property Owners, Residents, Entrepreneurs, Local Businesses, Main Street Program	Redevelopment Projects, Increased Sales Tax, Population Growth, Average Age, Residential Occupancy/ Vacancy, Commercial Office Occupancy/ Vacancy, New Amenities, New Restaurants, Entertainment, Events, Capital Investment, Job Creation	The region must add gathering places throughout the region to establish a strong sense of community. Find areas that the region can build upon recent successes and align with amenities and tourism areas. These areas should create a Quality of Place that helps with population growth and retention of recent graduates and attract boomerang residents (ones that have lived in the region before and left but want to return due to stage of life/family). The sidewalks cannot roll up at 6pm. There must be things for everyone to enjoy no matter their age or background.
Marketing	Update your websites and link to the VEDC website. Encourage VEDC do the same, especially for sites and buildings queries.	● Low	1 - 2 years	\$	★★ Moderate	Calhoun County	VEDC, City, County	Number of EDOs/Cities/County/VEDC listed, Reciprocal links, Website Visits, Meetings, Prospects, Projects, Capital Investment, Job Creation	Provide links to Local EDO website. This cross linking will help with Search Engine Optimization (SEO) for both websites. Provide a page of content that the VEDC can put on their website so those that visit VEDC's website can learn about your County. from VEDC webpages to show the organization's strong relationship with regional economic development teams. Referencing to VEDC's website clarifies the partnership and shows that the community collaborates toward a common goal to attract companies in the region. Reciprocal linking and links to government sites are actually a booster in Search Engine Optimization (SEO) and will provide a bump to both websites through this approach.
Placemaking	Improve signage to landmarks, amenities, entertainment, and hospitality, especially from the highway and throughout local community streets.	● Low	1 - 2 years	\$\$	★★ Moderate	State, County, City	VEDC, Main Street, Parks	Signs, Visitors, Hotel / Motel Taxes, Sales Taxes	Work with local transportation authorities as well as the city and county to provide or increase signage to important landmarks, amenities, entertainment and hospitality options. Signage will be important to increase tourism to amenities and entertainment. Increasing tourism has the potential to raise sales taxes and hotel/motel taxes in the communities, which can be invested back into the communities. It also exposes more outsiders to the region.
Workforce	Develop mobile workforce training centers to train workforce in rural areas.	● Low	2 - 3 years	\$\$\$	★★★ Challenging	Universities/Colleges	Workforce Board, K - 12, Local Businesses, VEDC, Regional Partners	Number of Mobile Training Centers, Trainees Enrolled, Programs Offered, Graduates, Certificates	Given the region's lack of transportation options, VEDC and the regional counties should consider working with local college and universities to create mobile training centers that can provide training to rural residents in their locations. These types of training centers can create a skilled workforce in an underperforming rural community increasing the pipeline for prospective new business and existing employers. This would fill an existing gap and create economic prosperity for these areas and residents.