



2019 Economic Development Strategic Plan

CHESTER COUNTY ECONOMIC DEVELOPMENT GOALS

- Recruit, Retain, and Develop Quality Employers that will Attract More Residents to Work Locally
- Market and Promote Chester County to Attract Businesses, Visitors, and People
- Support the Talent Pipeline through Retention, Development, and Attraction
- Use County Resources as a Catalyst for Community Development and Placemaking
- Develop a County Tourism Program to Support Placemaking
- Economic Development Organizational Excellence

SWOT Analysis

Strengths

- I-77, highways, rail
- Location
- Industrial and commercial land
- Existing business base
- York Technical College
- Natural assets for agriculture and tourism

Weaknesses

- Industrial buildings
- Workforce shortage, skills, public schools
- Housing
- Infrastructure
- Community appearance
- Resources for future public investments

Opportunities

- Tourism development agency
- Gateway and surrounding development
- Spec building and product development
- Talent attraction
- Building on existing businesses

Threats

- Lack of planning for growth
- Infrastructure not ready for future demand
- Maintaining natural resources
- Communities not investing in placemaking



County has higher % of bachelor's degrees



Income projected to increase



Manufacturing employs 37% of workforce



Labor force growing



Unemployment declining

Implementation Summary

Year 1

- Update Target Industries for Attraction
- Website updates
- Complete shell building
- Product development plan
- Identify, assess, market best site in each municipality
- Develop long-term CCED staffing model
- Add CEDC staff position for Marketing and Communications
- Organize a county collaborative for aligning goals and implementation
- Advocate for aggressive code enforcement
- Encourage the county to hire a grant writer
- Advocate for a County Tourism Program and staff

Year 2

- Revolving loan program
- Websites for Business Growth
- Dedicated staff position to BRE
- Develop a countywide, collaborate marketing plan
- Employer Talent Toolkit
- Talent attraction added to marketing
- Develop marketing content, press kit for municipalities
- Advocate for a county appearance commission
- Support expansion of wayfinding signage
- Add Tourism staff position

Year 3+

- Create an ongoing shell building program
- College Promise Program
- Manufacturing Skills Certification for high schoolers
- Ordinance review for appearance
- Advocate for county demolition of derelict structures
- Develop a volunteer portal
- Add Small Business & Entrepreneurship staff position

“The mission of the Chester County Department of Economic Development (CCED) is to create an environment that supports existing industry expansion, encourages new industry investments, fosters entrepreneurialism, and welcomes visitation by others—all of which support the provision of public services and otherwise improves each citizen’s prosperity and overall quality of life.”