



**A BUSINESS ACTION PLAN**  
*Led By The Valdosta-Lowndes County Chamber of Commerce*

By the year 2012, Valdosta–Lowndes County will enhance its position as the business, educational, social and cultural center of excellence for South Georgia. Recognized nationally as a “Smart Community” that uses technology effectively and provides career opportunities for its technical college and university graduates, Valdosta–Lowndes County will be a forward thinking place to live, learn, work and play. Boasting a business-ready environment with a progressive school system, excellent health care, affordable housing and a quality of life second to none, Valdosta–Lowndes County will attract entrepreneurs and a diversity of new business and industry. Young professionals will come to Valdosta–Lowndes County to start a career, raise a family and then join a growing retirement community. With the support of its corporate and elected officials working together, Valdosta–Lowndes County will enhance its standard of living and continue to be a model for progressive communities throughout Georgia and the Southeastern United States.

## **I. EXPANSION**

### **A. Workforce Development / Education**

- An independent study will be conducted to determine the impact of school system consolidation on Economic Development and Quality Job Growth with appropriate action taken once the study is completed
- Establish a Workforce Development Task Force in cooperation with the business community, Valdosta State University, Valdosta Technical College and local school systems to clearly define workforce needs and to identify and recruit new sources of qualified labor
- Establish a “Boot Camp” to develop better managers and supervisors
- Expand “World Class Employee Recognition” program to improve work ethics
- Partner with businesses, Valdosta State University, Valdosta Technical College and local school systems to expand internship opportunities to improve and enhance workforce development

### **B. Expansion of Targeted Businesses**

- Create more jobs for College and University Graduates in
  - Information Technology
  - Environmental Technology
  - Medical Services & Support
- Expand and enhance services to existing business and industry to assist them in developing their potential and in securing qualified employees
- Create a marketing outreach program to encourage young professionals to live and work in Valdosta – Lowndes County after completing their university or technical college education

## **II. GROWING OUR OWN**

### **A. Entrepreneurial and Small Business Development**

- Enhance and strengthen the SEEDS Center for Entrepreneurial Development
- Determine the economic feasibility of creating a small business incubator within the SEEDS Center

### **B. Enhancement of Pro-Business Environment**

- Host a regular forum among elected officials, education leaders and other economic development partners regarding business issues and initiatives
- Advocate for Pro-Business permitting regulations and practices
- Formalize a Valdosta–Lowndes County Rapid Response Team to respond to business and industry needs

### **III. ATTRACTION**

#### **A. Attraction of Amenity-Seeking Retirees**

- Develop and implement targeted national advertising for retiree recruitment and expand the marketing efforts of the Triple Crown Hometowns Program
- Advocate for the development of amenities sought by amenity-seeking retirees, including but not limited to active adult communities and public recreation facilities



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