

**Floyd County Comprehensive Plan Update  
Economic Development Group Meeting  
02/26/10**

**Goals:**

- Improve Economic Quality of Life
- Entrepreneurship Training and Opportunities (including Micro Loans)
- Small and Green Business Development Support
- Ensuring telecommunications are considered with new business
- Jobs:
  - Arts and Music
  - Light manufacturing
  - Retail
  - Historical Value
  - Small Business Development
- Asset Based sustainability with appropriate scale
- An opportunity for NRCC to provide training to potential new businesses
- Job Skills Enhancement and Training
- Sustainable Local Industries with High Wages
- Realize the potential for the library to be a partner in the Education for Floyd County
- Diverse Local Economy

**Strengths:**

- People want to be in Floyd
- Beautiful Natural Areas
- Land Available with Public Utilities
- Affordable Workforce
- Entrepreneurship
- Robust Broadband
- Strong Schools
- Cultural Vitality
- Vibrant Downtown
- Diverse Workforce
- Proximity to higher education
- People are neighborly
- Strong sense of History and Pride
- Bank of Intelligence and experience
- Distance learning opportunities
- Participation with State (support, initiatives CDBG, The Crooked Road, Round The Mountain)
- Proximity to NRV and Support Functions
- PDC
- Strong giving volunteers and philanthropy
- Highly educated population
- Expertise with now mainstream ideas
- Strong love of community with common purpose
- 2 lane road
- Strong Work ethic

**Floyd County**  
**Economic Development Group Notes**  
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**Strengths Cont.:**

- Under employed
- Strong and widespread sense of preservation (Cultural and environmental)
- Strong family, social based network
- Many practical skills
- Farmland and Forests
- Doing a lot with a little
- Available dedicated workforce
- Pride in prospects of the future
- Excess labor (Commuter retention with wage disparity)
- Land and Development Opportunity
- Conservation of Water Resources
- Sustain Floyd
- Accepting of others
- Alternative Healing

**Weaknesses:**

- Public water and Sewer (limited availability)
- Lack of Zoning (vulnerability)
- General distrust of Government
- 2 lane roads (twisting)
- Lack of Cooperative agricultural processing facilities
- Infrastructure
- Marketing Floyd to the right fit
- Growing businesses locally (lack thereof)
- Digital technology and other niche businesses (lack thereof)
- General Misunderstanding of Green Opportunities
- Lack of Vocational Transition apprenticeship
- Pre-conceived notions about what economic development is or isn't happening in Floyd County

**Threats:**

- Low price of beef and dairy
- Loss of dairy farms
- Loss of generational farms
- High energy prices (old buildings and dispersion)
- Threats to water, soil, and natural resources
- Exploitative Industry
- Unfunded Federal and State Mandates
- Loss of Hardwoods
- Limited revenue opportunities locally
- Erosion (poor farming practices)

**Opportunities:**

- Workforce Training:
  - New River Community College
  - Sustainable Living Education (business)
  - Vocational Technical Training (Targeted)
  - Jacksonville Center Workforce
  - Community Housing Partners Green Training Opportunities
  - Education for Consumers on value of buying local
  - Community Outreach
- Local Agricultural Economy
  - Planning Grants and Construction
  - Agro-tourism
  - Education for Consumers on value of buying local
  - Community Outreach
  - Co-Op Food Production
  - Ag Education
    - 1. Farming Practices
    - 2. Packaging
    - 3. Selling
  - Natural Foods Producer
  - Local Food Movement (Dairy/Produce/Beef)
  - Farm to Market Processing
- Adding Value to Natural Resources
  - Value Added Recycling Product Production
  - Finished Wood Products
  - Wood Pellet Production
  - Alternative Energy Production
    - 1. Waste Products
    - 2. Wind Power
    - 3. Bio Mass
    - 4. Hydro Electric
  - Specific Testing (height) scale of New Technology
  - Planning Feasibility
- Technology and application of technology
  - Data Storage Facility
  - Jacksonville Center Grant for high-end Technology
- Entrepreneurial Support
  - Jacksonville Center Grant for high-end Technology
  - Networking and Communicating between producers and customers
  - Facilitate/incubate entrepreneurs with existing skill sets
  - Business models
  - Mini and Micro Loan Plans
  - Green Small Business Incubator

**Entrepreneurial Support Cont.:**

- Virtual Storefront
  1. Artisans
  2. “Floyd Brand”
  3. Market widespread, produce locally
  4. Service industry
- Getting word out on existing Entrepreneurial help (Library Display)
- Service Gap
  - Assisted Living
- Weatherizing
  - Care Needs
  - Facilitating Independent Living