



STRATEGIC PLAN

2023 - 2024

www.prestonwv.com



Next Move Group
We Are Jobs



SITE SELECTOR'S INTRODUCTION

You may find this hard to believe, but it is always a difficult task to limit ourselves when it comes to making strategy suggestions for communities like Preston County because of our passion for small-to-mid-sized communities.



NEXT MOVE GROUP
Chuck Sexton, CEO

PRESTON COUNTY CAN DO GREAT THINGS IN THE FUTURE BECAUSE:

You have a strong value proposition:

Preston County is close to the East Coast corridor without the East Coast prices!

You have a tremendous workforce advantage:

Hard-working skilled labor from the coal mining industry ready to apply their abilities to the manufacturing needs of today!

And best of all, you have direct interstate access...

...something many small-to-mid-sized communities can only dream of!





SITE SELECTOR'S INTRODUCTION

CONTINUED...

Yes, there are challenges to overcome, but you must begin somewhere. Hence the name of our SPARK strategic plan. SPARK is not meant to be all encompassing and far reaching. It is meant to give that spark of what can be accomplished. From my perspective, Preston County can achieve some tremendous goals in the future, but the community must start with a solid foundation. **I want to challenge you to think through the following items:**

1

Funding: Can PCEDA be supported long-term with appropriate funding to achieve desired results? Preston County must determine whether or not the community is willing to invest in its future.

2

Property Development: Preston County must always keep an eye focused on developing properties to their fullest marketing potential, especially along the interstate. And from a community development perspective, there should be appropriate thought and planning behind reuse of buildings for small business and organic growth within the communities that are not on primary transportation corridors.

3

Unique Attractors: Preston County should develop one unique attractor. As a site selector, I see Camp Dawson as a potential unique attractor. A high security facility with a history of runway use. *Two big industries with future growth can utilize this: government data/cybersecurity, and autonomous vertical take-off aircraft research and development.* You already have a high security facility that is "off the beaten path". These are unique attractors for industry and should be explored for potential.

4

Marketing: Preston County can take the first three items, shore them up, and use them as a launch pad to market the community to target industries. With appropriate funding, build-ready property, and unique assets, Preston County will have a strong story to tell job creators on marketing missions for years to come. Once you show this business case, the state of West Virginia will also recognize this, and it will increase your opportunities from them as well.

In closing out this perspective, it is important for Preston County leadership to remember that **true results come from time, effort, and funding.** Those three items are key to taking the community where it wants to go. The strategies recommended within this document are meant as suggested starting points. PCEDA and leadership should annually assess results, reset benchmarks, and develop additional action items for success.



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EXECUTIVE SUMMARY

STRATEGIC PLAN 2023

Submitted as part of the West Virginia Local Economic Development Grant (LEDG) program, this report reflects the development of a strategic plan for the Preston County Economic Development Authority (PCEDA). The intent of this plan is to bring strategic action to short-term objectives as well as continue focus on long-range goals.

The PCEDA Board of Directors kicked off this strategic plan development with an economic development educational session from Next Move Group, LLC. The purpose of this session was to bring specific knowledge to the board about economic development best practices and to help these leaders prepare for the planning session that followed.

Next Move Group executive leadership formulated strategic action items for PCEDA with review and revisions by the board of directors. Once this step was completed, the final document was produced for use by the organization to achieve successful results.

Vision Statement

The vision of the Preston County Economic Development Authority is to have the best climate and environment possible to attract new businesses to the area and to assist existing businesses that will provide job opportunities to meet the economic needs of our residents.

Mission Statement

The Preston County Economic Development Authority's mission is to aggressively promote economic vitality by creating and retaining jobs through:

- Developing strategic alliances to make us stronger and more effective
- Working to improve infrastructure in the county
- Assisting existing businesses
- Attracting new businesses
- Identifying industries that have the potential for growth in the county
- Informing the public about economic opportunities

This will allow our residents and communities to become and remain economically secure. In addition to business recruitment and retention services, the PCEDA also provides project administration and grant writing services. To date, the PCEDA has administered over \$120 million in grant and loan funds for water, sewer, road, and site development projects and successfully written applications for grants in excess of \$20 million.



EXECUTIVE SUMMARY

ECONOMIC INDICATORS

Compared to the US average, Preston County has more people employed in the following industries:

- 195X more people employed in Pulp Mills
- 132X more people employed in Mining Machinery and Equipment Manufacturing
- 129X more people employed in Mineral Wool Manufacturing
- 46X more people employed in Dimension Stone Mining and Quarrying
- 41X more people employed in Bolt, Nut, Screw, Rivet, and Washer Manufacturing
- 38X more people employed in Sawmills
- 33X more people employed in Correctional Institutions
- 20X more people employed in Crushed and Broken Limestone Mining and Quarrying
- 19X more people employed in Conveyor and Conveying Equipment Manufacturing
- 15X more people employed in All Other Miscellaneous Wood Product Manufacturing
- 15X more people employed in Power and Communication Line and Related Structures Construction
- 13X more people employed in Nonresidential site preparation contractors
- 12X more people employed in Specialized Freight Trucking, Local
- 9X more people employed in Logging
- 8X more people employed in Asphalt Paving Mixture and Block Manufacturing
- 7X more people employed in Boat Building
- 7X more people employed in Cut Stock, Resawing Lumber, and Planing
- 7X more people employed in All Other Miscellaneous General Purpose Machinery Manufacturing
- 5X more people employed in Support Activities for Forestry
- 5X more people employed in Pipeline Transportation of Natural Gas
- 5X more people employed in Breweries
- 4X more people employed in All Other Miscellaneous Nonmetallic Mineral Product Manufacturing
- 4X more people employed in Wood Container and Pallet Manufacturing
- 3X more people employed in Ornamental and Architectural Metal Work Manufacturing
- 2X more people employed in Electric Power Distribution
- 2X more people employed in General Freight Trucking, Local

*Source: JobsEQ®
Data as of 2022Q2*



EXECUTIVE SUMMARY

ECONOMIC INDICATORS

Top 20 Industry Sectors by Employment:

NUMBER OF PEOPLE EMPLOYED	INDUSTRY	NAICS CODE
787	Correctional Institutions	922140
613	Elementary and Secondary Schools	611110
286	Animal Production (Proprietors)	112000
262	General Medical and Surgical Hospitals	622110
186	Warehouse Clubs and Supercenters	455211
180	Nonresidential site preparation contractors	238912
179	Power and Communication Line and Related Structures Construction	237130
173	Crop Production (Proprietors)	111000
171	Sawmills	321113
163	Limited-Service Restaurants	722513
155	Residential site preparation contractors	238911
148	Specialized Freight (except Used Goods) Trucking, Local	484220
145	Gasoline Stations with Convenience Stores	457110
142	Hotels (except Casino Hotels) and Motels	721110
132	Services for the Elderly and Persons with Disabilities	624120
121	All Other General Merchandise Retailers	455219
116	Administration of Conservation Programs	924120
114	Mineral Wool Manufacturing	327993
111	Nursing Care Facilities (Skilled Nursing Facilities)	623110
109	Highway, Street, and Bridge Construction	237310

Source: JobsEQ®
Data as of 2022Q2



EXECUTIVE SUMMARY

ECONOMIC INDICATORS

Preston County's Top Employers:

1. Federal Prison System
2. Preston County Board of Education
3. Mon Health
4. WalMart
5. The Adjutant General's Department (Camp Dawson)
6. C.W. Wright Construction, Inc.
7. Superior Reedsville Filtration, LLC
8. Kingwood Center, LLC (Stonerise)
9. Preston Contractors, Inc.
10. BFS Foods, Inc.



Targeted Industries



MANUFACTURING



WOOD PRODUCTS



AGRIBUSINESS



OIL & GAS



GOVERNMENT



TOURISM





EXECUTIVE SUMMARY

SWOT ANALYSIS

The following Strengths, Weaknesses, Opportunities, and Threats were compiled as a result of the stakeholder engagement process.

S

- Great and talented people
- Location
- Abundance of land
- Scenic views
- Outdoor recreation
 - Whitewater rafting; a lot of people move to West Virginia for whitewater
 - Two state parks in county limits
- Easy permitting/no permitting in the county
- Only in the city
- No zoning
- Fiber – good and bad
- Cost of living
- Highways 219 and 48
- Easy to do business in community, but a lot of younger people are negative when referencing Preston County
- Brain drain of young people, but those in their mid-to-late 30's are beginning to move back to raise their children
- Use of new talent attraction website

W

- Roads: good access in the north end of the county
 - Barrier is really related to the traffic
 - Putting in passing lanes, has been in talk for over 30 years
 - Legislatively, there isn't alignment – only roads everyone travels and not enough consideration with other roads for improved access
 - Bridges
- Don't know how to sell themselves and their story/Don't recognize that they're special
- Only talk about the weaknesses, but don't do enough research to hon in on how to make them strengths
- 2016 was last targeted industry study
- and a lot has changed since then (Covid pandemic and a lot of fiber infrastructure build-out)
- Lack of funding
- State does not allow counties to implement local taxes
- Aging population and brain drain
- Lack of opportunity, only 20 miles down the road to Mon (Monongalia) County and it seems like they are constantly building and adding something to their economy (private development)
- Perception of public schools



EXECUTIVE SUMMARY

SWOT ANALYSIS CONT.

The following Strengths, Weaknesses, Opportunities, and Threats were compiled as a result of the stakeholder engagement process.

O

- Tourism is a big opportunity, but CVB handles tourism
- Bruceton Mills is a bedroom community, but opportunity still exists
- Good elementary schools
- CTE program in school system is a great opportunity, especially with the EDA
 - Infrastructure
 - Implemented an animal processing center in the school; only one in the state of West Virginia
- Proximity to Morgantown, WV, Maryland, and Pennsylvania
 - Alpine Lake – was previously struggling, but now there are a lot of homes being built
- Farms that produce a lot of locally grown food
- Don't have an in-store farmer's market
- Currently restricted to seasonal opportunities
- Large manufacturing building is an opportunity
- Camp Dawson – airstrip is no longer functional for traditional aerospace, but there is opportunity for vertical take-off
 - Secure facility that is off the beaten path
- Opportunity for expansion of forestry industry
- Have a lot of natural resources, but do not connect dots to final products

T

- The “we’ve always done it this way” mentality
- There is a perception throughout the County that Kingwood gets everything
- Cheat River will eventually flood again
- Industry in surrounding counties shutting down, like Mylan Pharmaceuticals



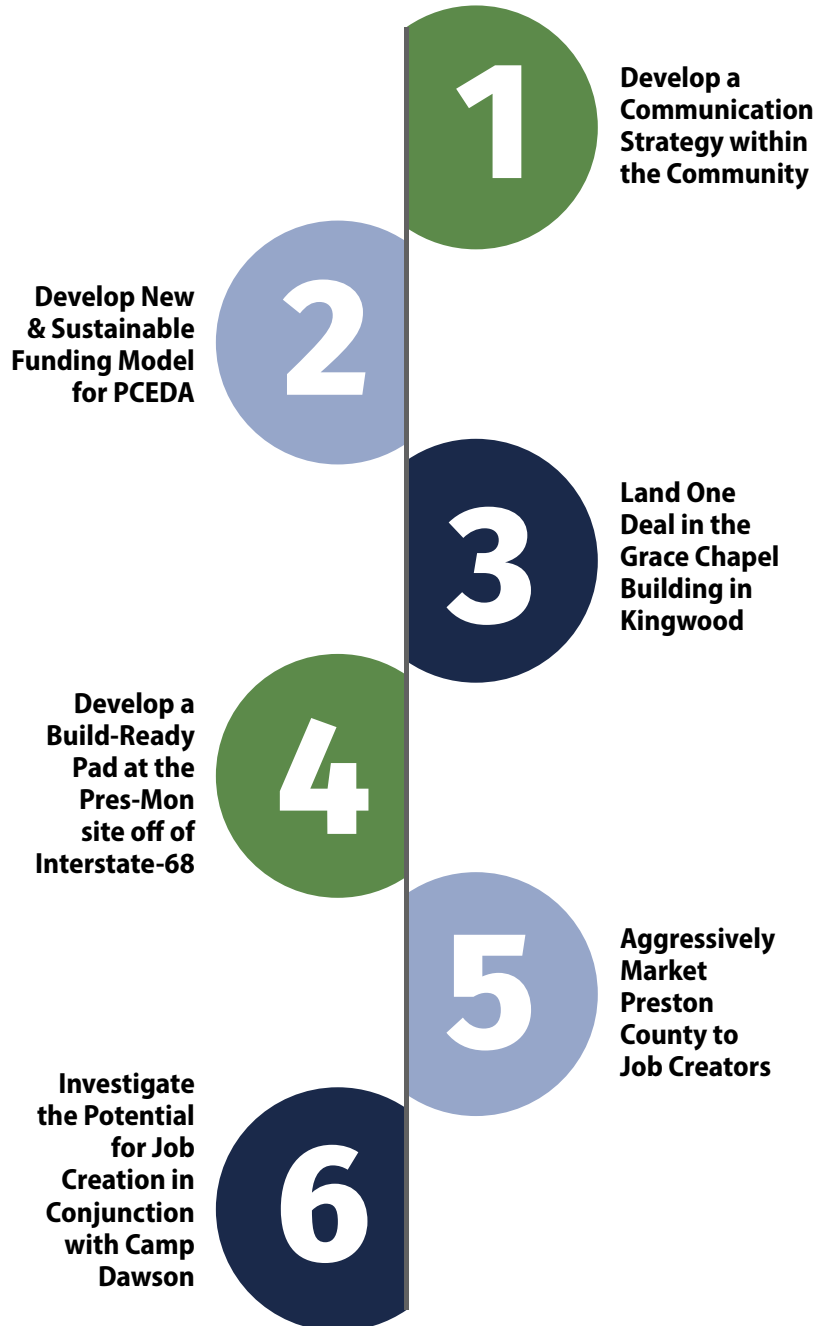
EXECUTIVE SUMMARY

CONSENSUS:

Following the SWOT Analysis and stakeholder engagement session, it was clear that the focus for Preston County should surround:

- Capitalize on what Preston County already has:
 - Agriculture
 - Forestry/wood products industry
 - Tourism
- Infrastructure development
- Build-ready sites/site development
- Building our value proposition
- New business and industry recruitment/attraction
- Funding for sustainability
- Housing development
- Business retention and expansion

Strategies for Long-Term Success:





STRATEGIES

STRATEGY NO. 1

Develop a Communication Strategy within the Community

For building community awareness and engagement, the most important step to take is defining who it is you want to reach. You already have a great presence started on social media, which is the fastest and most inexpensive way to spread information in today's market. PCEDA should focus on building existing social media channels while exploring new and emerging channels. PCEDA should also incorporate traditional media into the overall communication and brand awareness strategies.

HOW-TO-GUIDE:



STRATEGIES

STRATEGY NO. 2

Develop New & Sustainable Funding Model for PCEDA

Appropriate funding for an economic development authority is essential to success. New strategies, activities, goals, and results are all out of reach if the EDA has less funding than is necessary to operate at the highest level. The majority of economic development authorities in competing states use a combination of public and private money for general budgetary purposes. While this strategy was recommended last year, we recommend considering the standard models, not housing developments or office rental space. Recommendations from 2021-2022 will work, however, they are typically only used after public/private funding models are exhausted.

HOW-TO-GUIDE:



STRATEGIES

STRATEGY NO. 2

Develop New & Sustainable Funding Model for PCEDA



STRATEGIES

STRATEGY NO. 3

Land One Deal in the Grace Chapel Building in Kingwood

PCEDA staff mentioned this building may have a tenant already but wasn't definitive. Having an existing building is a tremendous asset. Based upon the facility's location and age, an aggressive incentive would need to be in place. Our recommendations are below.

HOW-TO-GUIDE:



5

FAST FACTS

- Built in 1970 using tax-free bonds backed by the county
- Building is approximately 44,000 square-feet
- Originally home to Kinney Shoe Company (closed in 1986)
- Most recent manufacturing tenant was Sheidow Bronze (Matthews International)
- PCEDA took possession of property in 2017



STRATEGIES

STRATEGY NO. 3

Land One Deal in the Grace Chapel Building in Kingwood



STRATEGIES

STRATEGY NO. 4

Develop a Build-Ready Pad at the Pres-Mon site off of Interstate-68

Preston County has limited developed properties and available buildings for job creation. Product development should be a key focus over the next year as opportunities for new job creation will continue across the United States. If Preston County wants to compete for these opportunities, one of the best actions it can take is to have the most marketable industrial site possible. The Pres-Mon site was chosen due to its overall acreage and ability to land a significant job creation project.

HOW-TO-GUIDE:





STRATEGIES

STRATEGY NO. 4

Develop a Build-Ready Pad at the Pres-Mon site off of Interstate-68



STRATEGIES

STRATEGY NO. 4

Develop a Build-Ready Pad at the Pres-Mon site off of Interstate-68



STRATEGIES

STRATEGY NO. 5

Aggressively Market Preston County to Job Creators

Funding limitations may prevent the opportunity for PCEDA to be aggressive at the beginning, however, small-to-mid-sized communities will never get enough opportunities from their state partners, utility partners, or site consultants. PCEDA should implement steps to create leads for the community. The following steps are in order from cheapest to most expensive.

HOW-TO-GUIDE:





STRATEGIES

STRATEGY NO. 5

Aggressively Market Preston County to Job Creators



STRATEGIES

STRATEGY NO. 6

Investigate the Potential for Job Creation in Conjunction with Camp Dawson

Aerospace, aviation, government contractors, and cybersecurity (with Federal Contracts) all need high-security locations. They also sometimes prefer to be in a location that is far off the interstate. Camp Dawson is a unique attribute of Preston County that not every community has. PCEDA should investigate the potential to site employers within the fence at the Camp.

HOW-TO-GUIDE:





2021 - 2022

STRATEGIC PLAN: PROGRESS REPORT

Updates to the Preston County Economic Development Authority's 2021 - 2022 Strategic Plan are detailed in the following pages. Given that these initiatives are multi-year, the PCEDA has made significant progress on the goals outlined below.

1 to 2 Year Goals:

- Have Grace Chapel property ready for sale/lease/development - *In Progress*
- Create new website and branding for the PCEDA - **COMPLETE**
- Continue to expand broadband in Preston County - *In Progress*
- Continue to work on county water & sewer infrastructure - *In Progress*
- Encourage investment in amenities and recreational infrastructure - *In Progress*
- Develop a financial sustainability plan for the PCEDA - *In Progress* and has been elevated to the top of the PCEDA's list of priorities

3 to 5 Year Goals:

- Investigate ways to increase the availability of workforce housing - *In Progress*
- Work with the Preston County Commission and WVDOH to upgrade Rt. 7, Rt. 26, Kingwood Pike, Rt 50 - *In Progress*
- Attract agritourism opportunities and marketing - *In Progress*
- Determine the viability of a workforce training center at Grace Chapel - *In Progress*



2021 - 2022

**STRATEGIC PLAN:
1 TO 2 YEAR GOALS**



STRATEGIC PLAN 2021 - 2022

GOALS: 1 TO 2 YEARS

I. PROPERTY DEVELOPMENT:

Have Grace Chapel Property Ready for Sale/Lease/Development

ACTION STEPS:

1. Repair security system - **Underway, as of January 2023**
2. Repair electrical system
3. Mill and repave parking lot
4. Replace roof
5. Build road to back pad site - **To be Completed Spring 2023**
6. Extend utilities to back pad site
7. Clear back acreage for development
8. Create pad site on back acreage
9. Remediate building environmental issues

BUDGET: \$2.2 million

RESPONSIBLE PARTY:

Preston County EDA, environmental consultant, engineer, security company, electrical contractor, WVDEP, contractor

OTHER RESOURCES NEEDED:

Staff time, WVDEP, contractors, consultants, AML PILOT funds

MEASUREMENT:

1. Security system repaired
2. Electrical system repaired
3. Parking lot work completed
4. Roof replaced
5. Road complete
6. Back acreage prepared for development
7. Remediation complete

STATUS:
IN-PROGRESS



STRATEGIC PLAN 2021 - 2022

GOALS: 1 TO 2 YEARS

II. MARKETING:

Create New Website and Branding For the Preston County Economic Development Authority

ACTION STEPS:

1. Hire a marketing firm that specializes in economic development branding
2. Rebranding to include new logo, stationery, signage, tag line (if needed)
3. Make sure discussions on rebranding include a diverse group of Preston County residents and businesses
4. Incorporate new branding in website redevelopment
5. New website developed to meet the needs of both site selectors and local businesses and people
6. Release new website with publicity

BUDGET: \$20,000/annually for 4 years

RESPONSIBLE PARTY:

PCEDA, Golden Shovel Agency, community groups, PCEDA board

OTHER RESOURCES NEEDED:

N/A

MEASUREMENT:

1. Consulting firm hired
2. Focus groups to determine Preston County identity meet and discuss
3. New draft brands developed
4. PCEDA board to select brand from drafts
5. New brand incorporated in logo, stationery, signage, etc.
6. New brand incorporated in website
7. New website developed based on input from community and board
8. Roll out new website with publicity

STATUS:
COMPLETE



STRATEGIC PLAN 2021 - 2022

GOALS: 1 TO 2 YEARS

III. INFRASTRUCTURE DEVELOPMENT:

Continue to Expand Broadband in Preston County

ACTION STEPS:

1. Complete North Preston Broadband Project - **COMPLETE**
2. Review WV Broadband Council maps and Preston County 911 maps to create a map of Preston County that shows area with and without broadband service
3. Urge residents to do broadband speed tests and submit results to the PCEDA
4. Start work on the East Preston Broadband Project, if funded - **NOT FUNDED**
5. Apply for NTIA Broadband grant for unserved areas of the county
6. Identify potential funders/grants for broadband projects
7. Work with ISP to apply for grant funding
8. Complete new broadband project, if funded
9. Make sure projects are sustainable

BUDGET: Grant Funded

RESPONSIBLE PARTY:

PCEDA, WV Broadband Council, PC Citizens, Region VI

OTHER RESOURCES NEEDED:

ISP, Funding Agency

MEASUREMENT:

1. North Preston broadband project completed - **COMPLETE**
2. Preston County broadband map developed
3. Broadband speed test results compiles
4. Funding for project identified
5. East Preston Broadband project started - **NOT FUNDED**
6. NTIA grant application submitted
7. Begin new broadband project

STATUS:
IN-PROGRESS



STRATEGIC PLAN 2021 - 2022

GOALS: 1 TO 2 YEARS

IV. INFRASTRUCTURE DEVELOPMENT:

Continue to Work on County Water & Sewer Infrastructure

ACTION STEPS:

1. Work with the Town of Rowlesburg on a project to upgrade and/or replace their existing sewer system
2. Work on Preston County Sewer PSD upgrade of Bruceton Mills WWTP
3. Continue work on Terra Alta Water System upgrade project
4. Begin work on Town of Terra Alta Sewer System upgrades project
5. Assist PSD 4 and their project engineer with well and treatment plant upgrades
6. Prepare Town of Tunnelton Sewer Project for funding and construction
7. Assist Sewer PSD with engineering procurement for Hazelton WWTP upgrade project
8. Partner with Sewer PSD and their engineer to begin work on Phase II of the Bruceton Mills WWTP upgrade project

BUDGET: None – Funding responsibility of municipality/PSD

RESPONSIBLE PARTY:

Preston County EDA, PSD 4, Town of Rowlesburg, Preston County Sewer PSD, Town of Terra Alta, Town of Tunnelton

OTHER RESOURCES NEEDED:

Engineer, USDA, WVIJDC, Attorney, USEDA, WDA, WVDEP, USEPA

MEASUREMENT:

1. Rowlesburg sewer funded
2. Bruceton Mills WWTP project under construction
3. Terra Alta water project is under construction
4. Terra Alta Sewer Project receives funding
5. Studies completed for possible PSD 4 upgrade and expansion
6. Engineer for Hazelton project procured
7. Phase II Bruceton Mills WWTP project funded

STATUS:
IN-PROGRESS



STRATEGIC PLAN 2021 - 2022

GOALS: 1 TO 2 YEARS

V. COMMUNITY DEVELOPMENT:

Encourage investments in amenities and recreational infrastructure

ACTION STEPS:

1. Continue to work on the development of Wade's World of Wonder Playground
2. Partner with Friends of the Cheat on the development of the Kingwood to Rowlesburg Rail Trail
3. Reach out to Preston County Parks and Recreation to determine possible partnership opportunities
4. Work with Kingwood Pool Committee on development of a splash pad at the pool
5. Continue to work on the Empower Albright Project task force on plans to redevelop the Albright Power plant property and to enhance the nearby Cheat River recreation area
6. Assist the Preston County Youth Center with publicity and with locating potential funding opportunities

BUDGET: \$500

RESPONSIBLE PARTY:

Preston County EDA, Friends of the Cheat, Preston County Parks and Recreation, Wade's World of Wonder Playground, WVLSA, Preston County Youth Center

OTHER RESOURCES NEEDED:

Funding agencies, staff time

MEASUREMENT:

1. Wade's World of Wonder playground complete
2. Kingwood to Tunnelton rail trail open
3. Partner with Kingwood Parks & Rec on one project
4. Splash pad at Kingwood pool complete
5. Kingwood to Rowlesburg rail trail open
6. Albright Power Plant property redeveloped
7. Preston County Youth Center open and providing programming

STATUS:
IN-PROGRESS



2021 - 2022

**STRATEGIC PLAN:
3 TO 5 YEAR GOALS**



STRATEGIC PLAN 2021 - 2022

GOALS: 3 TO 5 YEARS

I. HOUSING DEVELOPMENT:

Investigate ways to increase the availability of workforce housing/
middle-income housing:

ACTION STEPS:

1. Schedule meeting with Rowlesburg property donors to review goals for property
2. Evaluate options for Rowlesburg property housing, both stand alone and mixed-use
3. Determine the type of housing needed by location in the county
4. Meet with major employers to determine the housing needs of their employees
5. Partner with WV Forward for information on their work around this issue

BUDGET: TBD

RESPONSIBLE PARTY:

Preston County EDA, WVU Extension, WV Forward, WVU

OTHER RESOURCES NEEDED:

Housing study, survey, funding

MEASUREMENT:

1. Meeting with Rowlesburg property donors complete
2. Location-based housing study complete
3. Meetings completed with PMH, Preston Schools, Camp Dawson, and Federal Prison

STATUS:
IN-PROGRESS



STRATEGIC PLAN 2021 - 2022

GOALS: 3 TO 5 YEARS

II. TRANSPORTATION INFRASTRUCTURE

Work with the Preston County Commission and WVDOH to upgrade Rt. 7, Rt. 26, Kingwood Pike, Rt 50

ACTION STEPS:

1. Meet with stakeholders who would benefit from road upgrades
2. (WVANG, WVU, FCC Hazelton, Preston County Schools)
3. Identify opportunities for further development if roads are upgraded
4. Engage legislators to gain their support for the upgrades
5. Work on cooperation for these projects between WVDOH, Preston County Commission, Chamber of Commerce, PCEDA, Camp Dawson, WVU
6. Examine the possibility of scenic pull-offs on these roads
7. Gather data to support the need for upgrades

BUDGET: \$500

RESPONSIBLE PARTY:

PCEDA, WVDOH, County Commission, Legislators, Preston County Chamber of Commerce, Preston County Schools, Visit Mountaineer Country CVB

OTHER RESOURCES NEEDED:

Existing plans and maps, funding, Legislative support

MEASUREMENT:

1. Stakeholder meetings completed
2. Opportunities identified
3. Local legislators support projects
4. Various organizations work together on upgrades
5. Data obtained to support need for projects

STATUS:
IN-PROGRESS



STRATEGIC PLAN 2021 - 2022

GOALS: 3 TO 5 YEARS

III. TOURISM

Attract agritourism opportunities and marketing

ACTION STEPS:

1. Become a partner in the next Preston County Farm Crawl or hold a similar event
2. Partner with WVU Extension to develop a Preston County agritourism tour
3. Set up agricultural marketing co-op/marketing classes
4. Explore and support efforts surrounding hemp and medical marijuana including participation with the ARC Hemp Grant Advisory Committee
5. Partner with WV Department of Agriculture on business start-up assistance, training assistance, marketing plans and promotional assistance
6. Work with the Preston County Chamber to host a local foods dinner
7. Investigate the possibility of more farm to table partnerships for Preston County schools

BUDGET: \$1,500

RESPONSIBLE PARTY:

Preston County EDA, WVU Extension, WV Department of Agriculture, University of MD Extension, Preston County Chamber of Commerce, Preston County Board of Education

OTHER RESOURCES NEEDED:

TBD

MEASUREMENT:

1. PCEDA is a partner in the next Farm Crawl or similar event
2. Preston County agritourism tour complete
3. Agricultural marketing classes formed
4. Partner with WV Department of Ag for business assistance and training
5. ARC Hemp Grant report is issued
6. Local foods dinner held
7. Preston County schools procuring more local foods

STATUS:
IN-PROGRESS



STRATEGIC PLAN 2021 - 2022

GOALS: 3 TO 5 YEARS

IV. WORKFORCE DEVELOPMENT

Determine the viability of a workforce training center at Grace Chapel

ACTION STEPS:

1. Complete building repairs at Grace Chapel
2. Meet with local business owners to determine training needs
3. Review similar programs in WV to learn how they are structured and funded
4. Identify potential programming/education/training partners
5. Determine best programs to offer in year one
6. Work on how to achieve sustainability for the program

BUDGET: \$2 million – building repairs; \$500 other work

RESPONSIBLE PARTY:

PCEDA, business owners

OTHER RESOURCES NEEDED:

Community colleges, workforce training funds, trainers

MEASUREMENT:

1. Grace Chapel building repairs complete
2. Meeting with local business owners held
3. Information on similar programs received
4. Potential partners identified
5. Starting programs identified
6. Plan for sustainability completed

STATUS:
IN-PROGRESS



MAINTENANCE OBJECTIVES

ON-GOING WORK

1. Inform the public about the activities of the PCEDA through press releases, local media event coverage, interviews, town meetings, presentations to local clubs, e-newsletter, FaceBook, etc. Keep PCEDA members informed of status of projects through regularly scheduled meetings and email updates.
2. Secure West Virginia Local Economic Development Grant (LEDG) and matching Preston County Commission funding allocation.
3. Conduct annual business retention (existing industry and other business) visits with at least 10 local employers in Preston County. Partner with WVDO officials and other state officials such as the SBDC, WV Division of Forestry, and the Appalachian Hardwood Center at WVU.
4. Update website (prestonwv.com), community profiles, and site and building inventories for Preston County.
5. Market available business, industrial, and commercial properties through direct referrals; cooperation with local realtors; and through the PCEDA and WVDO websites.
6. Provide response to inquiries from business prospects within 24 hours.
7. Continue to provide professional development training opportunities to all members of the PCEDA staff.
8. Organize, plan, and conduct Annual Strategic Planning meeting in June 2023 to set PCEDA priorities for the upcoming fiscal year. Invite public to attend and participate in the strategic planning process.
9. Draft Annual Strategic Plan, Annual Work Plan, and Budget for FY 2023-2024.
10. Cooperate and coordinate with other local (MAAP, Preston County Farmland Protection Board, Mountaineer Country Convention and Visitors Bureau, Preston County Chamber of Commerce, Preston County Task Force, Kingwood Blueprint Communities), regional (Woodlands Development Group, WV HUB, WVHAZ, Region VI) and statewide (WVDO, WVEDC, SBDC) economic development efforts.