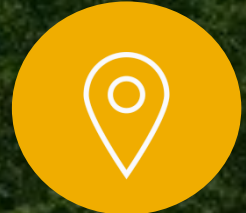


Catawba County Strategic Planning Process

Board of Commissioners
Mick Berry, County Manager



March 2017

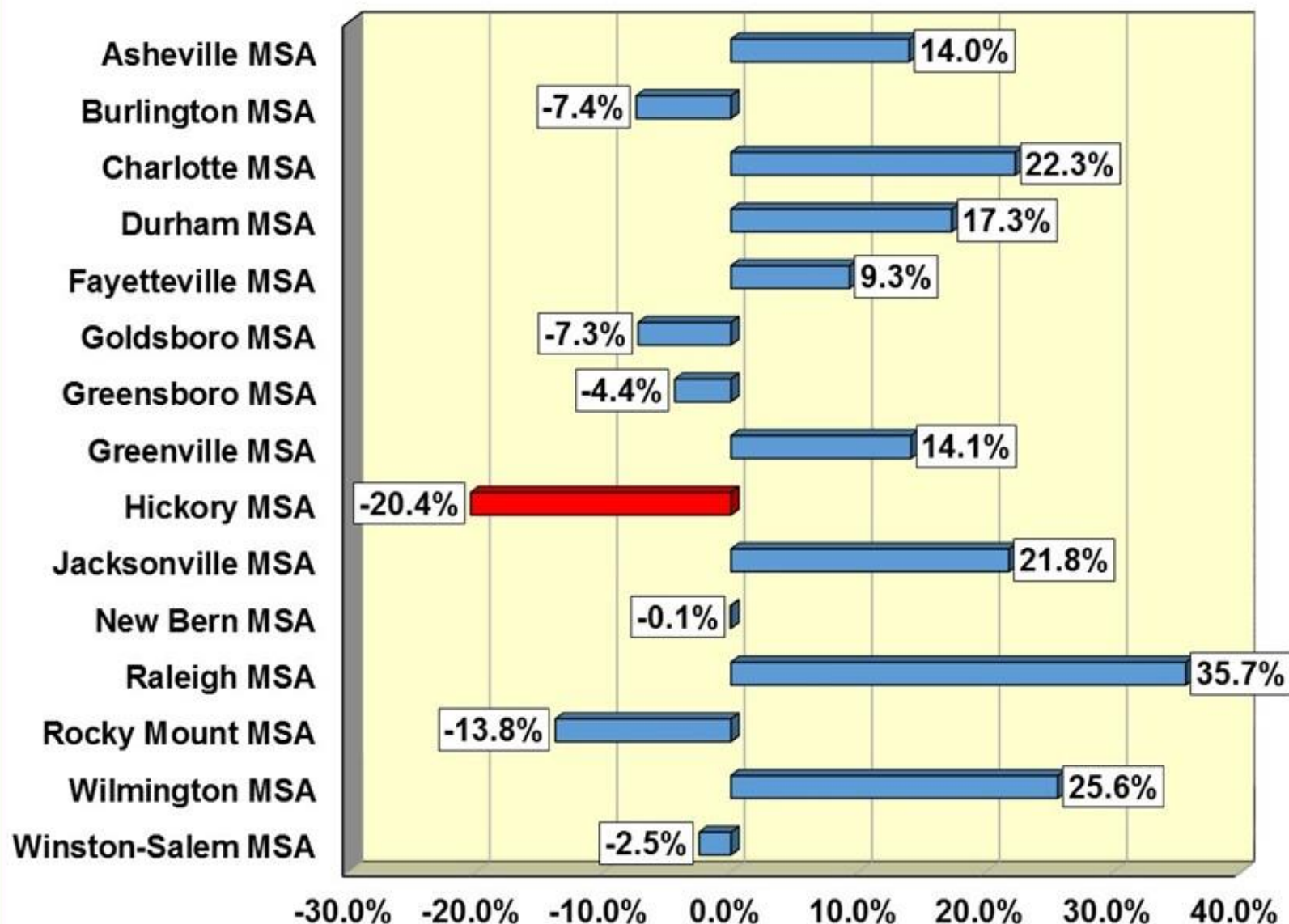


BASIS OF THE PLAN

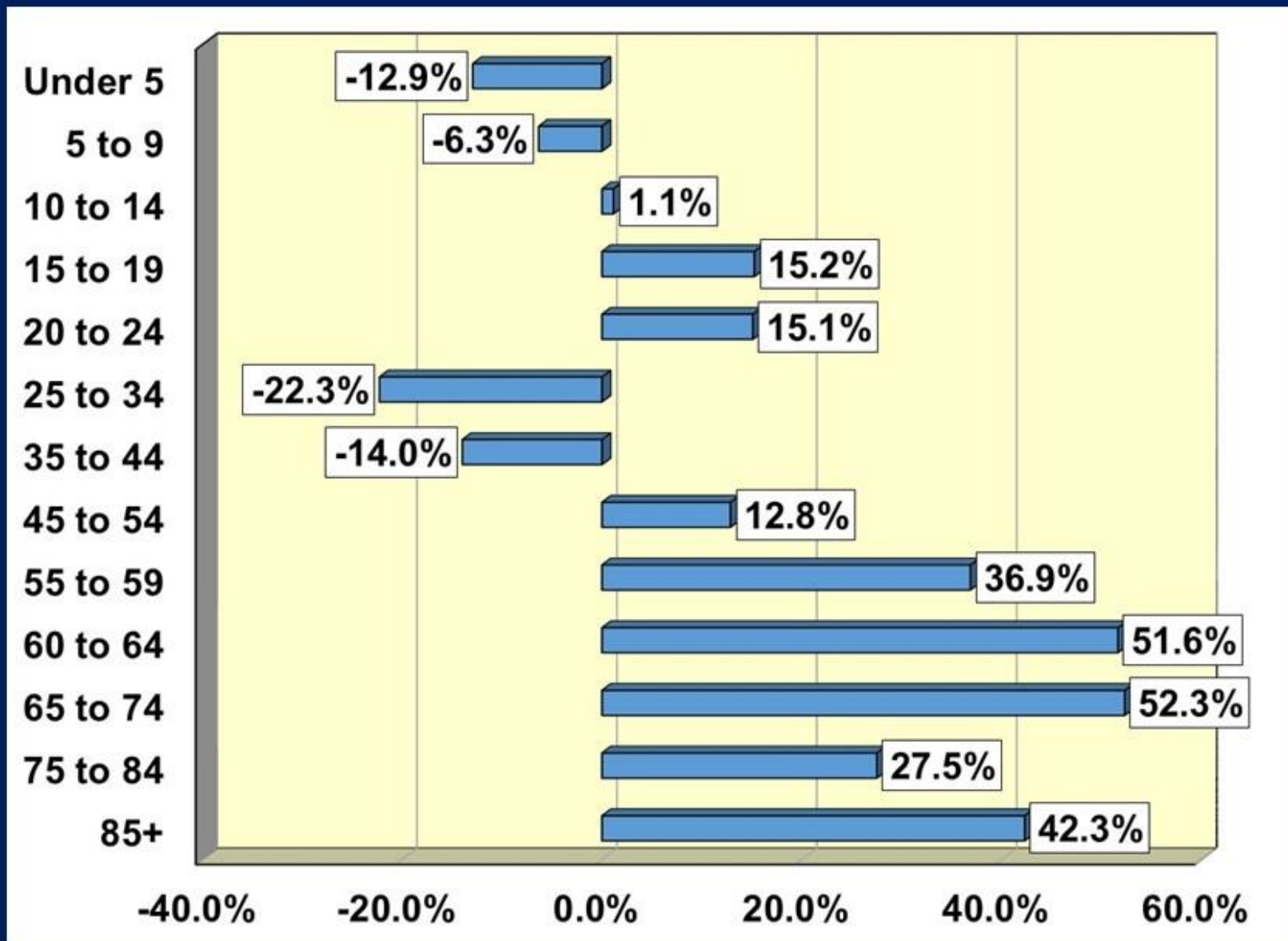


- > Demographic Trends
- > Plan Components
- > Process
- > Engaging Our Partners

Percentage Employment Change by NC MSA, 1st Quarter 2000-2016



Hickory MSA % Age Group Population Change, 2000-2014



Catawba County Population Projections by Age Group, 2014-2034

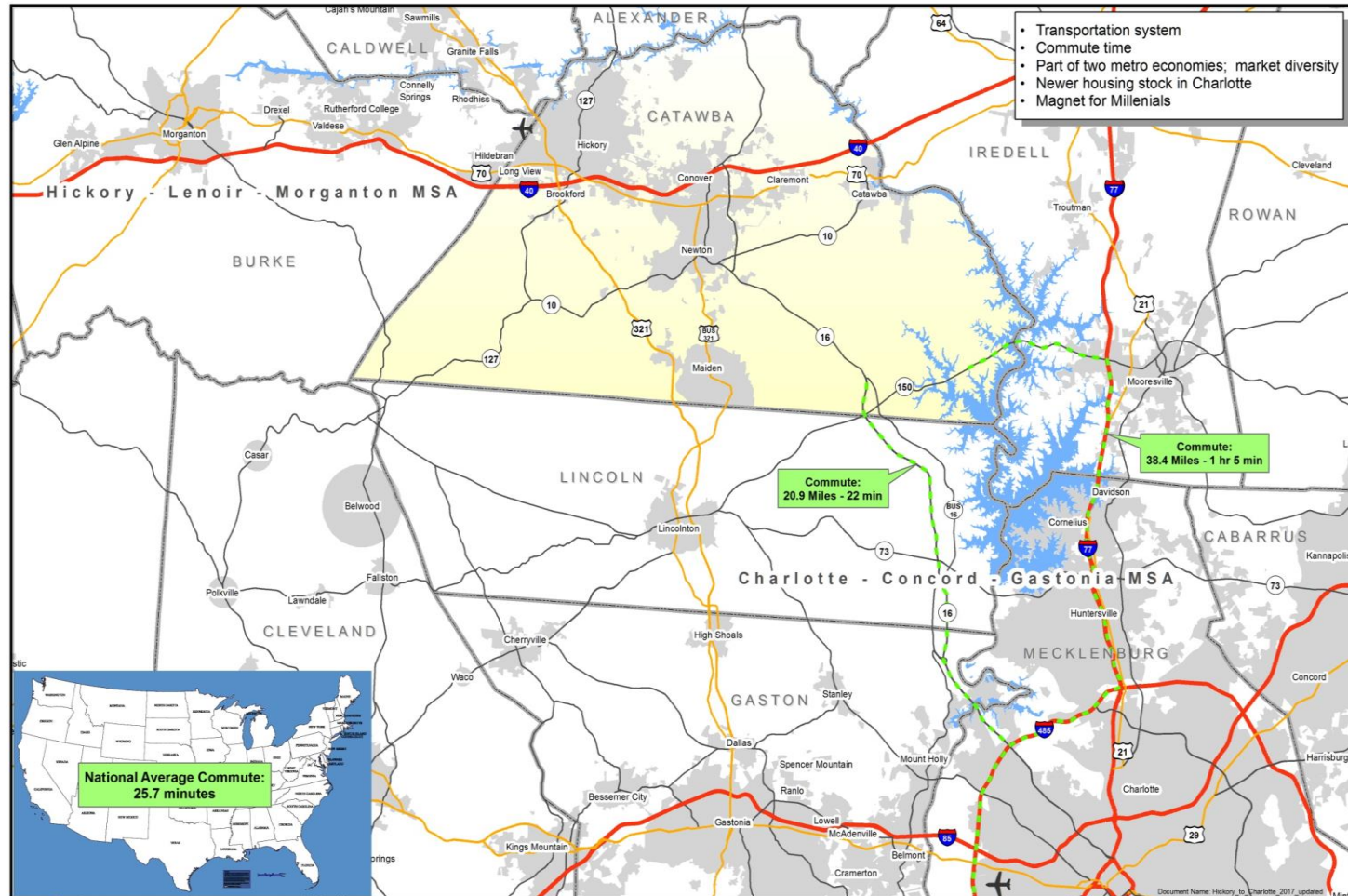
Age Group	2014 Estimate	2034 Projection	Change 2014-34	% Change 2014-34
Under 5 Years	8,883	9,297	211	2.3
5 to 9 Years	9,870	9,116	-754	-7.6
10 to 14 Years	10,464	8,932	-1,532	-14.6
15 to 19 Years	10,389	8,768	-1,621	-15.6
20 to 24 Years	10,014	9,035	-979	-9.7
25 to 34 Years	17,318	20,164	2,846	16.4
35 to 44 Years	20,415	20,203	-212	-1.0
45 to 54 Years	22,811	16,903	-5,908	-25.9
55 to 59 Years	10,878	8,861	-2,017	-18.5
60 to 64 Years	9,549	9,869	320	3.3
65 to 74 Years	14,995	18,510	3,515	23.4
75 to 84 Years	7,193	12,181	4,988	69.3
85 Years and Over	2,645	4,194	1,549	58.5
Total	155,424	156,033	609	0.4

Source: NC Office of Management and Budget.



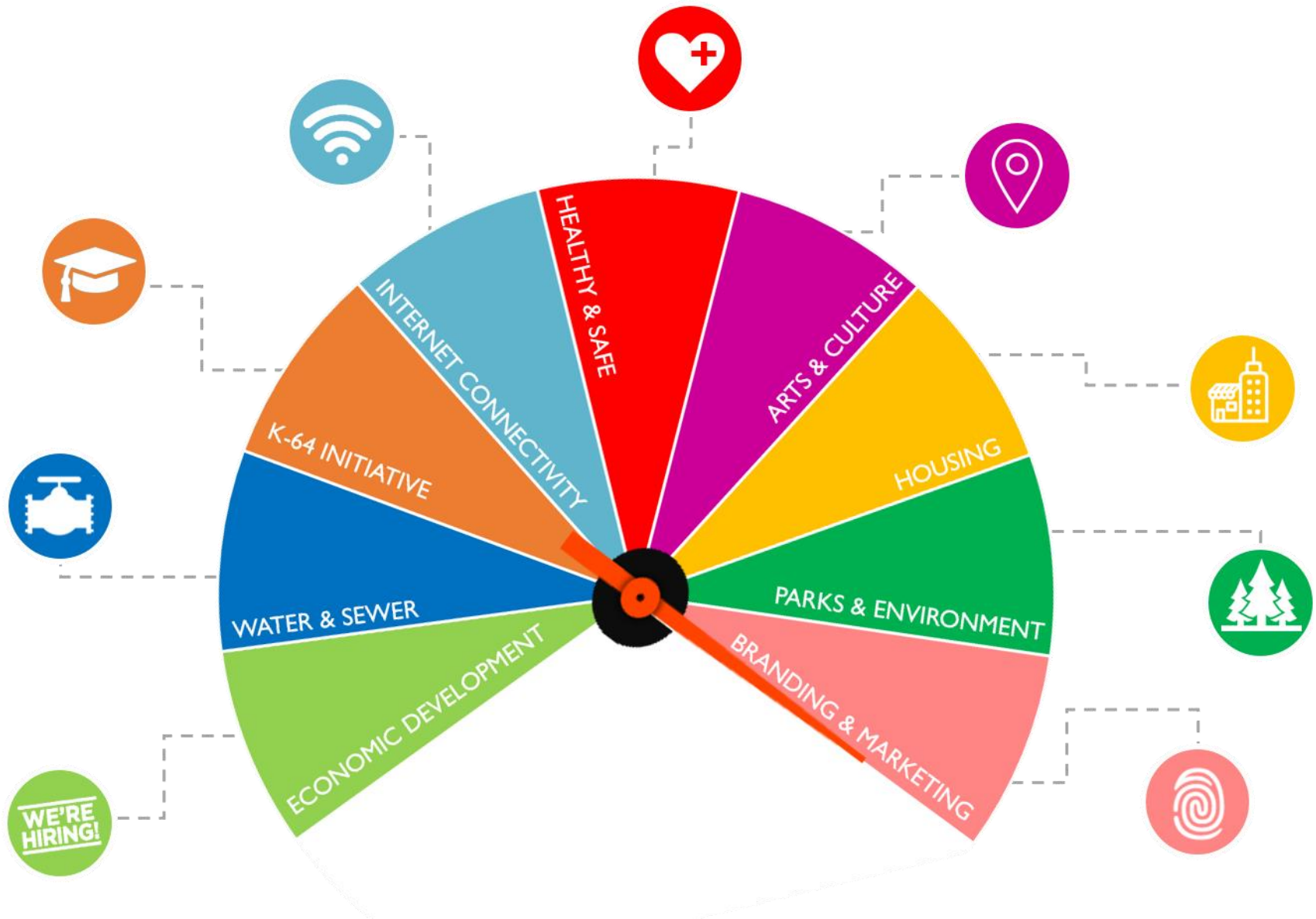
COUNTY POSITIONING

Catawba County's location and proximity is an asset.



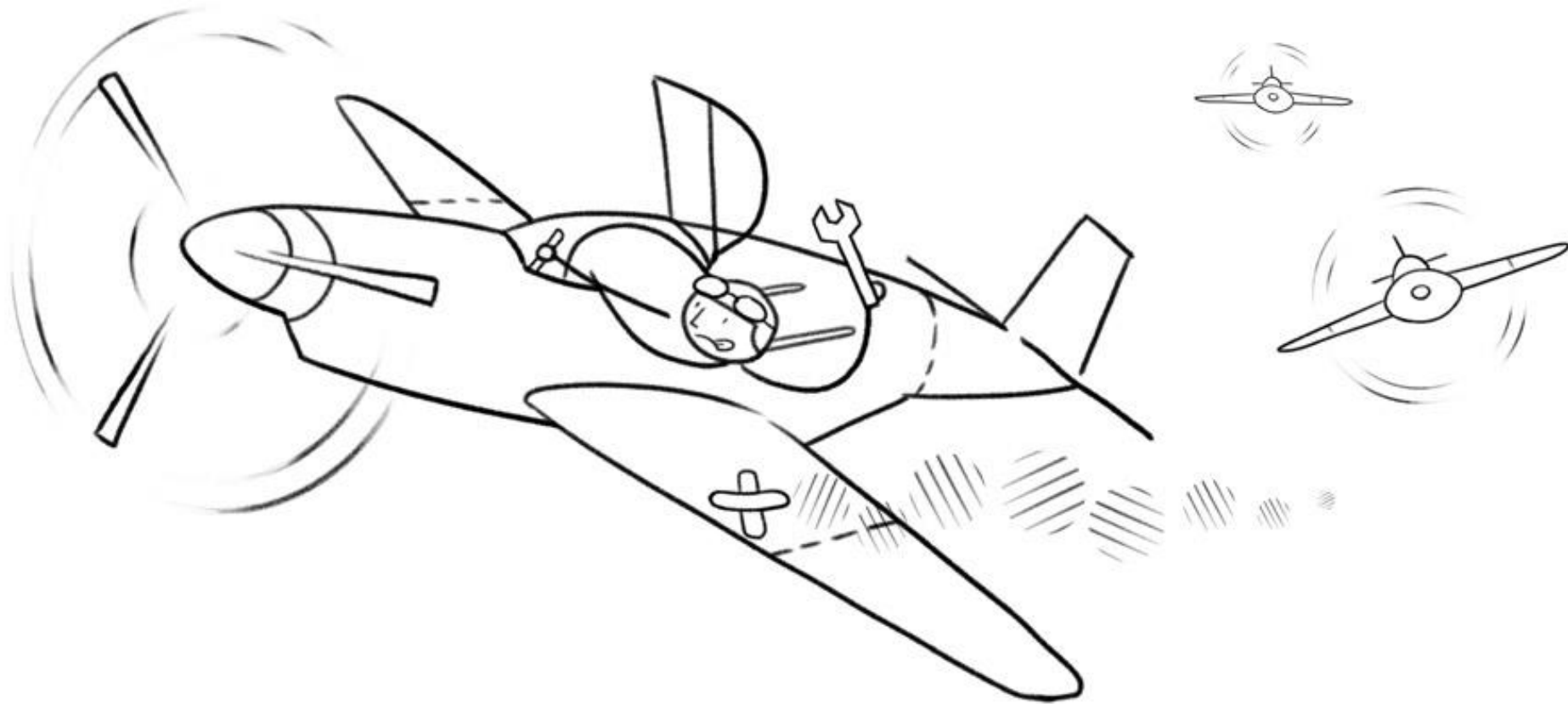


PLAN COMPONENTS



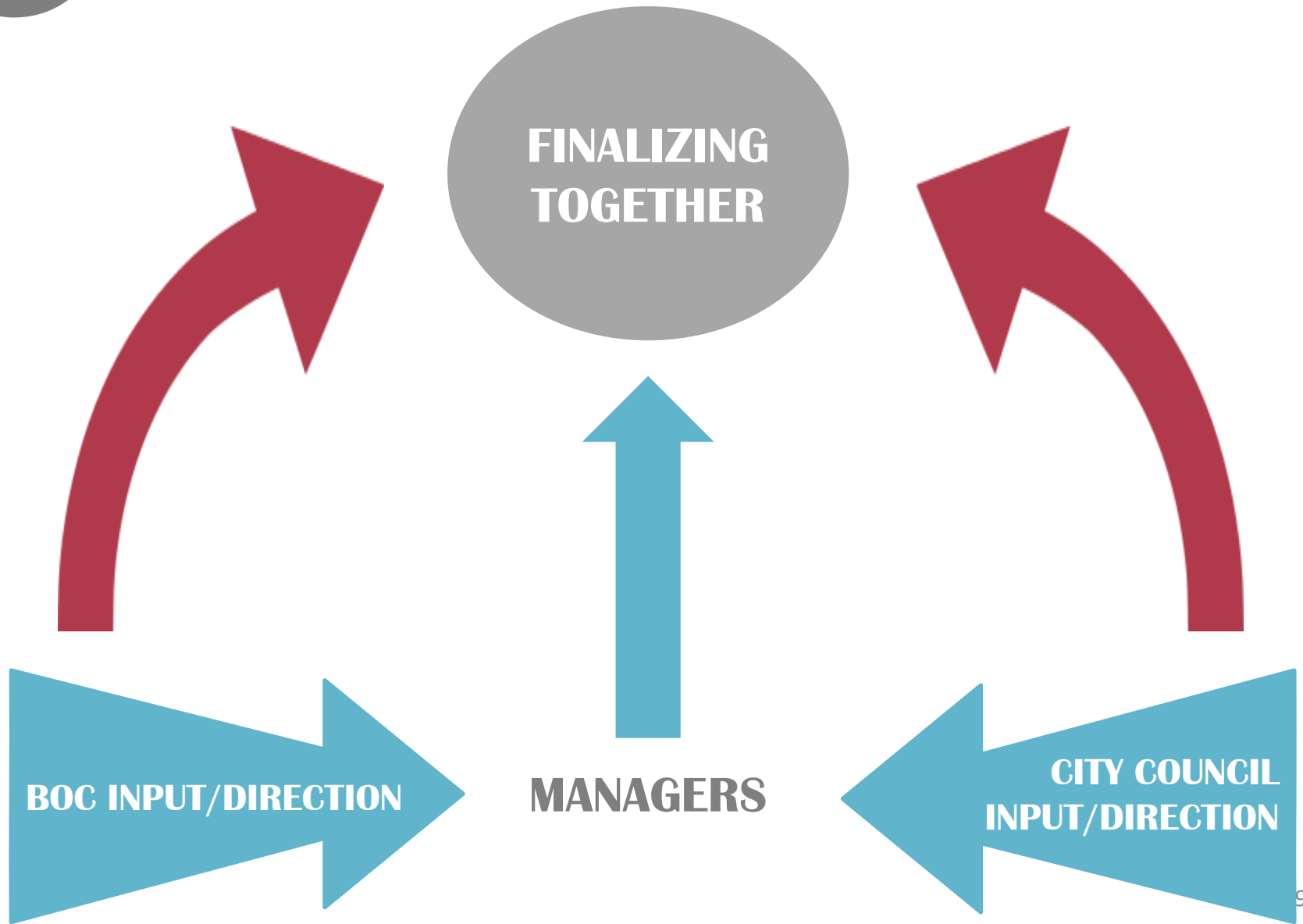


PROCESS





ENGAGING OUR PARTNERS



A group of people are gathered around a large whiteboard in a meeting room. The whiteboard is covered with numerous yellow sticky notes. A man in a plaid shirt is pointing at the board, while others look on. The scene is dimly lit, with the primary light source coming from the whiteboard area.

GAINING TRACTION



- > Economic Development
- > Water & Sewer
- > Education
- > Parks & Environment

A man wearing safety glasses and earplugs is working on a wooden chair in a factory. A large green diamond graphic is overlaid on the image, containing the text 'ECONOMIC DEVELOPMENT' and 'WE'RE HIRING!'.

ECONOMIC DEVELOPMENT

**WE'RE
HIRING!**

WE'RE
HIRING!

PROMOTING GROWTH

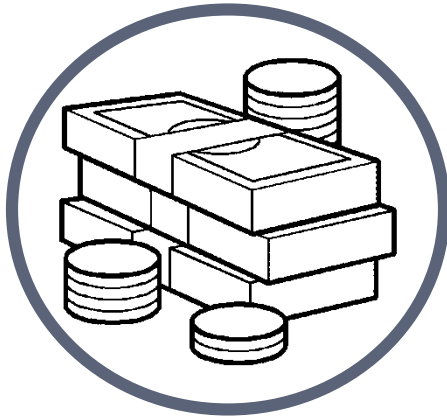
FY2016: 434 new jobs +
\$517M in new investments



MORE & BETTER BUSINESS PARKS



- 13

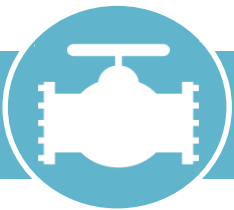


- **Incentives Strategy:** When necessary, making sound, unemotional, arm's length investments under a contractual agreement that rewards a company following performance and secures investment for the long-term



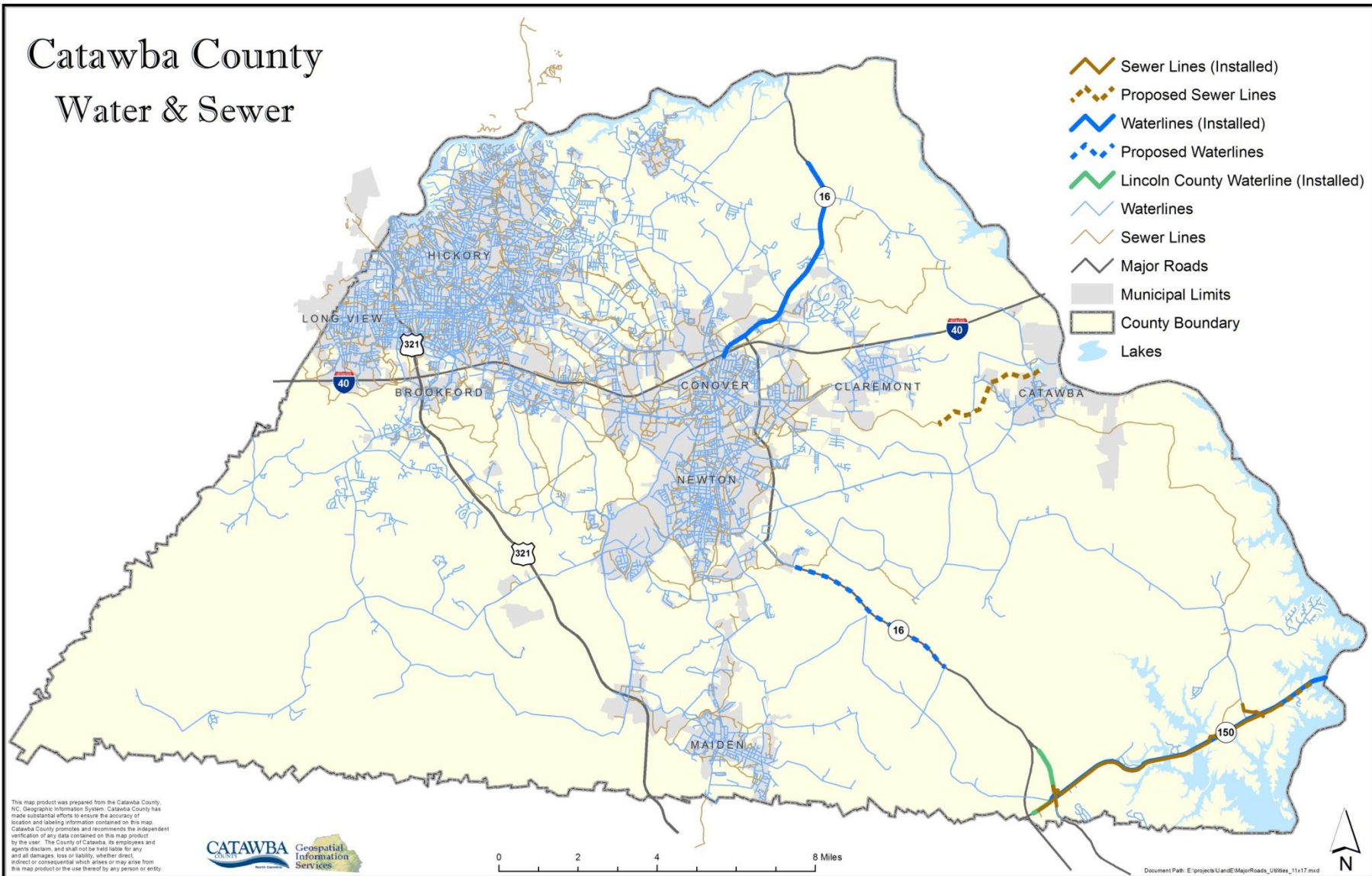
WATER AND SEWER

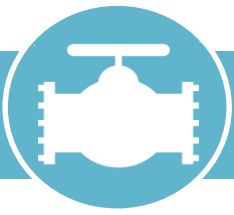




CURRENT INFRASTRUCTURE

Catawba County Water & Sewer





MOVING FORWARD

- > **Funding:** Establishing policy on how infrastructure costs are funded
- > **Partnerships:** Delineating roles for County and municipal partners
- > **Assessment:** Determining priority areas for line extension



EDUCATION





K-64 OVERVIEW



- > I-to-World Technology
- > Character Development
- > Tech-savvy Educators
- > Work-based Learning
- > Employer Engagement
- > Career Adaptability



MOVING FORWARD

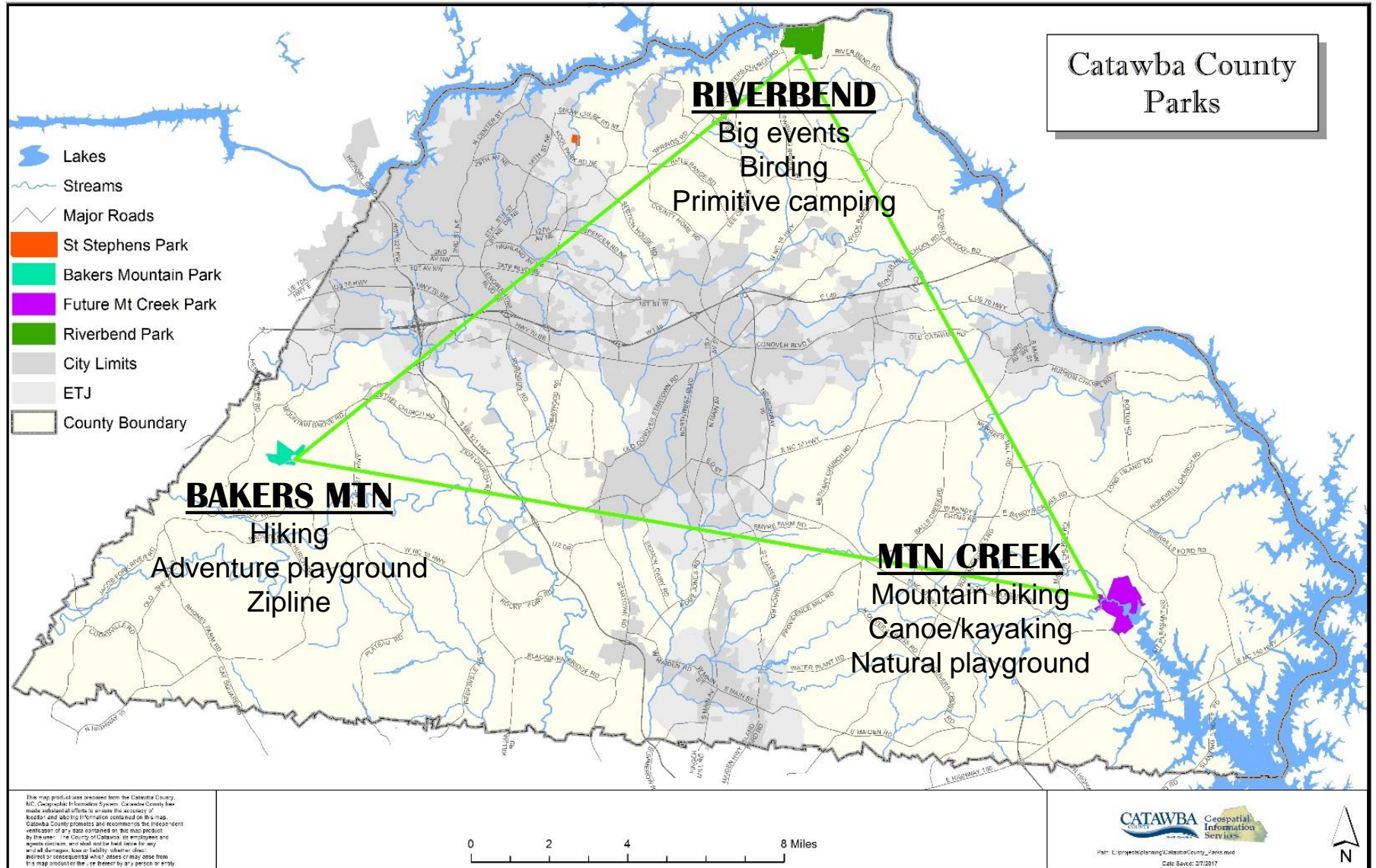
- > **Govern:** Form a 12-member governing board
- > **Assess & Identify:** Schools identify existing model programs & determine readiness to adopt or expand and submit proposals to the K-64 board
- > **Pilot & Expand:** Program expansion will be piloted in selected schools and, over time, replicated across school systems.
- > **Sustain:** Leverage tax dollars, grants, and private investments to support program expansion and sustainability.



PARKS &
ENVIRONMENT



SYNERGISTIC PARKS APPROACH





MOVING FORWARD

- > **Mountain Creek:** Finalizing design with community input
- > **Riverbend:** Determining best use of acquired acreage
- > **Active Use, Partnerships, Marketing & Events:**
Attracting more visitors
- > **Funding:** Sustainably supporting growth



TAKING A DEEPER DIVE



- > Healthy & Safe Communities
- > Broadband
- > Arts & Culture
- > Housing



CONDUCTING RESEARCH

- > **Healthy & Safe Communities:** Late March site visit in Raleigh to observe **paramedicine programs** and **shared service centers**
- > **Broadband:** Determining potential projects, partnerships to **expand access** to areas without coverage



CONDUCTING RESEARCH

- > **Arts & Culture:** Identifying how to best support community **placemaking** and create a sense of county identity
- > **Housing:** Exploring options for community development, funding with a focus on **smart growth** and **fast growth** strategies

A background image showing four hands assembling white puzzle pieces on a green grassy surface. A purple banner with a right-pointing arrow is overlaid across the middle.

BRINGING IT TOGETHER



- > Community Branding
- > Be a Plan Ambassador



BRANDING & MARKETING



COMMUNITY BRANDING

- > A strategic approach to creating **knowledge and experience of a community** that is relevant and persuasive to key audiences.
- > **Collaborating** with partners and community members to define our collective story.
- > **Telling our story** cohesively and consistently to help drive interest in Catawba County > population growth and economic prosperity.

COMMON THREAD



CATAWBA COUNTY BRAND PLATFORM

The brand story that complements and is told in concert with our diverse municipal, tourism, and economic development partners.



COUNTY STRATEGIC PLAN AND GROWTH SECTORS



BE A PLAN AMBASSADOR!

1. Why is Catawba County doing this plan?
2. How are we tackling this work?
3. What areas are we focusing on, and why?
4. Who are some of our partners in the plan?



BE A CONNECTOR

**WHO ELSE NEEDS
TO HEAR ABOUT
THIS PLAN?**

Help us
connect with
people +
organizations
in your
networks

Questions? Comments?

