

# PROSPEROUS GREATER JEFFERSON COUNTY

This new strategic direction imagines a future Greater Jefferson County area with prosperous communities, a thriving business environment, an activated, supported workforce and a robust network of partnerships and collaboration. **Because whether you live here, work here, or do both, we all have a vested interest in seeing our region thrive.**



## TACTICS INCLUDE:

- Heartland Housing Initiative
- Housing Summit
- Targeted Marketing to Attract Developers
- Housing RLF

## TACTICS INCLUDE:

- Business Retention & Expansion Visits
- Asset Inventory & Promotion
- Revolving Loan Fund



## TACTICS INCLUDE:

- Diverse Workforce Committee
- Connect Businesses with Existing Programs & Resources



## TACTICS INCLUDE:

- ED 101 Course for Local Leaders
- Promoting Wins & Collaborative Efforts

