

Economic Development Element – Goals, Policies and Strategies

Goal ED-1: Encourage job formation throughout the county in a balanced manner.

ED-1.1: Create opportunities for new and expanding business:

- ED-1.1.1: Research the amount of land that is needed to meet the long-term demand for office and industrial uses.
- ED-1.1.2: Being consistent with the land use map , define and identify key target locations for office and industrial uses.
 - Create a prioritization system to identify which properties may be most critical to preserve for future industrial or office use;
 - Encourage compatible land uses within these areas.
- ED-1.1.3: Establish polices and programs to protect key targeted industrially zoned properties along the I-77 corridor and other corridors identified on the land use map
 - Discourage rezonings from industrial or office uses to residential uses;
 - Research the possibility of a fee or tax system that would discourage rezonings of industrial properties to residential use
 - Study and prioritize necessary infrastructure (transportation and utilities) investments to serve the most suitable sites
- ED-1.1.4: Refine the current online database of available properties for industrial and office development that would allow for a more interactive search tool, so potential prospects can narrow site availability to those meeting key location, utility, access requirements, as well as other potential metrics that could be utilized to identify searches more quickly.
- ED-1.1.5: Investigate opportunities to create new financial incentive programs that would help encourage new businesses to locate in York County.

ED-1.2: Pursue identified target Industries for York County:

- ED-1.2.1: Support the growth of targeted industries as identified in the 2015 York County Economic Development Strategic Plan Update;
- ED-1.2.2: Build on work completed by various economic development groups throughout the county and conduct a targeted industrial site analysis study that accomplishes the following:
 - Refined suitability analysis to identify suitable tracts of land for target industries (“product” for each target industry)
 - Develops an inventory of suitable tracts ranked by target industry

- Develops infrastructure needs for top sites that can be turned into CIP projects such as water, sewer, transportation
- Provides guidance regarding land acquisition and marketing
- ED-1.2.3: Work with Winthrop University and York Technical College to ensure their course offerings and educational opportunities align with the workforce needs of identified key target industries.

ED-1.3: Support economic endeavors being pursued by all municipalities within York County and the Catawba Indian Nation:

- ED-1.3.1: Work with Rock Hill and others in the county to identify means by which the Knowledge Park Innovation Initiative can be furthered.
- ED-1.3.5: Advocate opportunities for new companies, including smaller creative-class businesses, to locate into downtown spaces throughout the county.

Goal ED-2: Maximize York County's regional competitive market position

ED-2.1: Increase York County's competitiveness relative to commercial taxation policies:

- ED-2.1.1: Examine the county's property taxation system and tax burdens for commercial and industrial property relative to other adjacent and competitive counties in the region;
 - As merited, conduct parallel analyses for residential development and identify adjustments to local tax rates that may be merited.

ED-2.2: Maintain and expand infrastructure to encourage employment growth

- ED-2.2.1: Work with regional transportation officials to maintain acceptable levels of service along major regional corridors.
- ED-2.2.2: Continue the Pennies for Progress program to enhance local road network and address key congestion and safety issues that may not be handled at the state level.
- ED-2.2.3: Work with county and municipal service providers to ensure the maintenance and proactive expansion of utilities in areas experiencing or targeted for employment growth.

ED-2.3: Promote regional economic development:

- ED-2.3.1: Work with regional partners to promote economic development endeavors at a state level that can further benefit high-paying office and industrial recruitment throughout the county.

- ED-2.3.2: Work with regional partners to identify means by which recruitment of office-using firms can be strengthened.
- ED-2.3.3: Continually identify means by which relationships with the Charlotte Regional Partnership can be strengthened to further York’s position regionally.
- ED-2.3.4: Work with Catawba Regional Council of Governments to establish an annual meeting of economic development groups across the county to discuss issues and opportunities.

Goal ED-3: Retain and enhance existing businesses

ED-3.1: Continue efforts to boost existing businesses in York County

- ED-3.1.1: Create and conduct regular surveys of existing businesses in York County to understand their health, current challenges, needs, and means by which York County Economic Development can maximize assistance.
- ED-3.1.2: Work with Winthrop Small Business Development Group and Chambers of Commerce to address the needs of small businesses.

Goal ED-4: Create a focus on quality of life

ED-4.1: Support local and regional tourism

- ED 4.1.1 Encourage cultural and parks and recreation based events and projects that have a regional draw
 - Encourage amateur sports events at existing and new venues to increase hospitality tax revenues
 - Encourage the completion of the Carolina Thread Trail throughout northeast York County
 - Encourage development and marketing of Catawba River and Broad River as Blueways
 - Promote other county tourist destinations like Kings Mountain State and Military Park and Brattonsville.
 - Promote the scenic byway and implement the Western York County Scenic Byway Plan.

<p>Tourism Impact in York County</p> <ul style="list-style-type: none">• \$206.9 Million in tourist spending in York County annually• \$34.5 Million in Worker paychecks generated by tourism annually• 1,950 Direct Jobs from Tourist Spending• \$4.7 Million in Local County Taxes by Tourist Spending• Household Tax Relief from Tourism Spending: \$177 <p><small>Source: "The Economic Impact of Travel on North Carolina & South Carolina, 2014." NC Division of Tourism and the SC Dept. of Parks Rec & Tourism by the U.S. Travel Association.</small></p>

ED-4.2: Amenitize existing and planned employment cores

- ED-4.2.1: Identify means to provide or encourage the provision of amenities existing and planned industrial and/or business parks via the addition of walking/running trails, small park areas, and other fitness-related amenities.
- ED-4.2.2: Encourage opportunities to locate major offices and even light industrial uses close to walkable mixed use centers. These connections can be immediate or, in the case of industrial uses, perhaps through a trail system connecting business parks to mixed-use centers.
 - Creation of walkable and mixed-use environments will be critical to maintaining a strong position relative to not only today's corporate decision-makers, but to future decision-makers as well, many of whom increasingly value walkable, mixed-use locations.