

ALLEGANY COUNTY DEVELOPMENT MISSION STATEMENT

“To provide the highest level of economic development services to retain, expand and attract investment in businesses, industries and supportive infrastructure.”

Allegheny County Mission Statement: “To provide the highest level of economic development services to retain, expand and attract investment in businesses, industries and supportive infrastructure.”

STRATEGY I

“Create a county-wide integrated marketing campaign”

Define and create a brand for recruiting students, residents, and businesses/industries to reside and/or locate in Allegheny County

STRATEGY II

“Economic Development Structure”

Create a partnership-based “Center of Economic Development Excellence” business model consisting of top leaders from the county’s government, businesses and industries, educational institutions, and the general public.

STRATEGY III

“Business and Industry Retention, Expansion and Attraction”

Utilize the “Center of Economic Development Excellence” business model to effectively and efficiently retain, expand and attract commercial and residential growth.

Objective 1

Economic Development Brand:

Define, articulate and implement an economic development brand that supports: agriculture, education, healthcare, manufacturing and tourism.

Objective 1

Consistent Message:

Create a county-wide integrated marketing communications plan with buy-in and input from the county’s tourism, Chambers of Commerce, County agencies and Departments, utilizing a business model that produces more consistent messaging.

Objective 1

Benchmarks:

Establish quantitative and qualitative economic development benchmarks to serve as key performance indicators (KPIs) for measuring success in retention, expansion and addition of business and industry throughout Allegheny County.

Objective 2

Lifestyle Brand:

Define, articulate and implement an Allegheny County lifestyle brand that promotes the county as the location of choice for raising a family.

Objective 2

Development Structure:

Develop and implement a new economic development structure that consistently identifies and capitalizes on the knowledge and experience of business, industry, educational and individual leaders and contributors.

Objective 2

Business Collaboration:

Reach out and collaborate with all Allegheny County business and industry leaders to better understand their organizational needs as well as identify opportunities for business retention, expansion and workforce development.

ALLEGANY COUNTY DEVELOPMENT VISION STATEMENT:

"To be a sound economic competitor that consistently attracts, retains and expands local businesses and industries through ongoing local, state, national and foreign direct investments in Allegany County."

To be achieved by maintaining unwavering public and private commitment and support for the following guiding principles:

- Fostering the fulfillment of our potential along the dimensions of race, ethnicity, gender, sexual orientation, socio-economic status, age, physical abilities, religious beliefs, political beliefs, or other ideologies through the exploration of these differences in a safe, positive, and nurturing environment;
- Providing world class educational curriculums that continuously attract diverse student populations for meeting and exceeding the workforce needs of local and worldwide businesses and industries;
- Ensuring the safety and security of all county residents and visitors by developing and maintaining support for area police, fire and emergency medical aid personnel and related services;
- Continually improving the quality and cost-effectiveness of countywide services making our county a highly attractive location for small businesses to locate and reside;
- Working closely with local leaders and volunteer groups to ensure that county and local goals are achieved - recognizing that countywide decisions have differing effects on individuals and businesses depending upon their physical locations and personal views;
- Providing necessary utility services including clean water supply, electricity, telephone, natural gas, storm water drainage, and disposal of sewerage and solid waste in a manner which is fiscally and environmentally responsible;
- Maintaining strength through appropriate public and private investments in physical improvements and ongoing efforts for protecting itself from intrusion by incompatible uses;
- Demonstrating an uncompromising commitment to the conservation of our scarce resources through the proactive behavior our residents, businesses, local government and academic leaders;