

**Stafford County  
Department of Economic Development  
Executive Summary**

September 1, 2015



*Prepared for:*  
Stafford County Department of Economic Development

*Prepared by*  
Vantage Point Economic & Transportation  
Development Strategies, LLC





## Introduction

The Stafford County Board of Supervisors has a goal of providing a more desirable community with an excellent business climate which is conducive to increased investment by the private sector and increased job opportunities for its citizens. In order to achieve that goal, the County periodically reviews and updates the elements of its Comprehensive Plan. In the case of economic development, the Comprehensive Plan includes the *Economic Development Strategic Plan (2006)* and the *Master Redevelopment Plan (2011)*. To further demonstrate the countywide scope of economic development, the Board also adopted the *Economic Development 10 Point Plan* in 2011. This *Strategic Action Plan* updates and replaces the *Economic Development Strategic Plan (2006)* and the *Economic Development 10 Point Plan (2011)*.

In producing this Economic Development Strategic Plan update, key County departments (Economic Development and Tourism, Planning and Zoning, Finance, etc.), key County stakeholders, elected officials, educational institutions, state and County agencies, and private sector stakeholders were consulted. Further, various economic development and strategic planning documents were reviewed, changes in outlook for the economy and technology were examined, ongoing and proposed projects evaluated, economic conditions and development activities in competitive and comparable peer communities were reviewed and key stakeholder interviews conducted.

As was the case with the *Economic Development 10 Point Plan*, this Strategic Plan process resulted in the identification of ten goals (not in priority order) for moving forward:



**Goal 1:** Continue to expand business growth and employment becoming a more progressive center of employment within the greater Washington DC Metropolitan Area.

**Goal 2:** Accelerate infrastructure upgrades serving critical commercial and industrial sites.

**Goal 3:** Continue to seek new and upscale retail and restaurants within the County both to attract new development and to enhance the quality of life of County residents.

**Goal 4:** Continue to build and support technology and entrepreneurship growth and fully support the STRC Initiative to retain and grow high-tech jobs and businesses.

**Goal 5:** Continue Redevelopment Area programs focusing on creating a sense of place.

**Goal 6:** Leverage and grow the medical/allied health care base.

**Goal 7:** Focus the County's objectives and continue to be more proactive in building an enviable community.

**Goal 8:** Promote economic development and business expansion while living the Comprehensive Plan's vision of preserving rural land outside of the growth area.

**Goal 9:** Consider available and appropriate riverfront areas in the County for compatible commercial development.

**Goal 10:** Continue progress improving the overall development review and permitting processes, keeping taxes low, in an effort to further our "business friendly community" goals.

## Implementation

Implementation of the recommendations of the *Strategic Action Plan* are tracked through monthly and quarterly reporting of the metrics identified herein. Compilation of the monthly and quarterly reports is the responsibility of the Economic Development Department.

Examples of these reports follow: