

II. ECONOMIC DEVELOPMENT

VISION

Before 2020, Angelina County will identify economic development niches with competitive advantages and pursue a multi-faceted economic development program that will enhance and diversify the County's economy and ensure an optimal quality of life

STRATEGIES

1. **Develop an aggressive economic development and marketing program for creating jobs that produces products and/or services sold outside Angelina County. These jobs will be created through the expansion and retention of existing businesses, relocation of businesses to Angelina County, and the creation of new businesses.**

- Encourage cooperation between all private and public organizations involved in job creation efforts.
- Promote Angelina County as a regional hub
- Concentrate the marketing focus on Metro Houston, neighboring states and specific identifiable areas that would be able to capitalize on our assets
- Develop advertising that describes who we are, where we are headed and the resources we have to offer
- Develop a business task force that identifies and promotes the top 20 relocation prospects each year

Pursue targeted job sectors that help meet Vision 2020 Key Benchmarks in a competitive global job market.

- Short-term and Long-term targeted job sectors
 - Health care
 - Professional, scientific and technology
 - Wholesale trade, warehousing, transportation, and logistics
 - Manufacturing
 - Information
 - State and federal government
 - Water use intensive industry, automotive equipment supplies and aviation maintenance.
- Short-term targeted job sectors
 - Retail, including specialty shops and restaurants.
 - Tourism, conferences, and conventions

2. **Develop and maintain a business climate in Angelina County that actively promotes job retention and creation, including:**

- Competitive regulations

- **Competitive incentives package for higher paying jobs**
 - **Expedited permitting process**
 - **Energy sources that allow our businesses to be competitive**
 - **Proactive, business-friendly government**
 - **Competitive communications technology**
 - **Promotion of local businesses**
 - **Development of a technology park in downtown Lufkin and/or north of town**
 - **Development of large competitive office and industrial parks**
 - **Beautification efforts**
 - **Increase development in North Lufkin**
- 3. Support the development of small business start-ups with an emphasis on companies that sell products and/or services outside Angelina County.**
- **Provide assistance with banking and capital requirements**
 - **Help with business planning and marketing**
 - **Develop a technology business incubator**
 - **Focus on increasing the size of start-up companies**
 - **Provide networks for entrepreneurs to share experiences**
 - **Target high-growth potential job sectors**
 - **Consider a medical device incubator jointly sponsored by an engineering school and a local hospital**
 - **Increase the commercialization of energy research in Angelina County.**
- 4. Develop a brand/image for Lufkin/Angelina County that most effectively positions Angelina County in the minds of potential customers—expanding companies, higher income retirees, tourist and conference attendees, Angelina County young people and current citizens. This brand will be developed by a public-private partnership of organizations involved in promoting, marketing and developing Angelina County. Developing the most effective brand with consensus may take longer than expected.**
- 5. Increase visitors, including conventioners and tourists.**
- **Promote ecotourism including forestry and timber industry, the Neches River Corridor and our other natural resources**
 - **Maximize the opportunities with Lake Sam Rayburn.**
 - **Develop a regional conference and convention center**
- 6. Attract high-income retirees to Angelina County**
- **Become the first “Certified Retirement Community” in Texas**
 - **Provide housing opportunities for higher-income retirees**
 - **Create Del Webb Sun City-type developments**

- **Create a retirement package linking our parks, education, medical, arts, recreation, culture, infrastructure and housing as a total community**