

*Huron County Chamber of Commerce  
Huron County Development Council  
Norwalk Economic Development Corporation*

## **Our Vision**

The Chamber, HCDC, and NEDC have different missions which have resulted in distinctive scopes of work, yet we see abundant thematic overlap in all three entities' mission-driven work. These themes, which are critical to Huron County's success, are:

### ***Business and community growth and support***

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As part of visioning for the future of our community, we recognize that each organization has had success in contributing to 'business and community growth and support', and yet our community still has areas for improvement.

If we took a look at each organization's greatest strength, we would find (1) small business support, (2) economic development tools, and (3) business retention, expansion, and attraction.

With today's economic & cultural landscape in mind, these narrowly-focused, segregated strengths are not enough to keep our community moving forward. It is time for an integrated approach and broader strategy for civic growth than has traditionally been successful.

Some of the factors to consider about today's environment include globalized and virtually connected business at every level, changing demographics and workforce shortages, the rise of regionalism with growing interconnectedness of communities, politically divided communities, and the rise of NIMBYism.

Our vision is that one aligned entity will apply strategic direction to address complex issues facing our community's sustainability and growth. Our vision is to:

- **GROW** *our community & economy*
- **SUPPORT** *businesses*
- **SECURE** *resources for our community*
- **MAKE A NAME** *for our community*

## Our Strategy

### 2024

In its first, transitional year, Huron County Growth Partnership will combine current scopes of work and strategies from all three entities into one strategic framework and begin to explore new priorities that our community has struggled to address that fall within our vision of 'business and community growth', as seen below:

#### **BUSINESS RETENTION & EXPANSION**

- Proactive business calling
- Industry sector partnership(s)
- Safety Council

#### **NEW BUSINESS**

- Sites
- Incentives
- Marketing

#### **SMALL BUSINESS DEVELOPMENT**

- Resources
- Programs & events
- Networking
- Site searches

#### **REDEVELOPMENT**

- Land Bank
- Incentives

#### **WORKFORCE DEVELOPMENT**

- Local schools partnerships
- Create pipelines - build training ecosystem

#### **POPULATION RETENTION & GROWTH**

- Housing
- Visitors Bureau
- Relocation support
- Welcoming community

#### **ADVOCACY**

- Pro-growth agenda

#### **PLANNING**

- Infrastructure
- Placemaking
- Community development

### Beyond

As 2024 comes to a close and staff of Huron County Growth Partnership are functionally aligned, we will complete a thorough strategic planning process guided by input from stakeholders including investors, partners, public officials, and subject matter experts. This process will be completed in November – December 2024 to guide the Growth Partnership's work 2025-2028.