

## ***Cumberland County***

### ***Three-Star SMART Goals 2019***

#### **SMART 1:**

To promote workforce development in the community, a Workforce program will be implemented by March 2020 that will collaborate with local resources, including TCAT, RSCC, and the UT Extension Office

- A) Provide free, quarterly class in cooperation with TCAT and RSCC for potential and new business owners outlining steps required for starting a business in the area by August 2019;
- B) Facilitate school/community partnerships, modelling a successful existing partnership, in four schools by September 2019 and the remaining schools by February 2020;
- C) Implement volunteer program in which professionals in the community from various occupations and interests can work one-on-one with high school students through clubs like 4-H and/or CTE classes by March 2020;
- D) Initiate industry tours and job-shadowing program for the county's seventh or eighth grade students beginning in November 2019

#### **SMART 2:**

To improve quality of life for all community residents, to boost economic and community development, and to attract new business and industry, an evaluation of infrastructure will be conducted, as well as a gap analysis to determine areas of needed focus

- A) Identify potential sources for data collection either within or outside the county
- B) Analyze strengths and weaknesses of all existing infrastructure by June 2020
- C) Determine the gap(s) in services and/or products provided by local government by September 2020
- D) Develop plan of action with findings and prepare for addressing gaps by December 2020

#### **SMART 3:**

To recruit quality industry and promote job growth, develop a comprehensive, regional marketing plan in partnership with the City of Crossville, Cumberland County, and the Crossville-Cumberland County Chamber of Commerce for all of the county's available industrial sites

- A) Identify and/or develop regional marketing materials by August 2020
- B) Actively recruit from pool of previously targeted optimal industries (current and ongoing)
- C) Attract new potential markets through strong advocacy of the county's attributes
- D) Utilize resources available through TNECD, TVA, VEC, and other providers/industries/businesses