

Existing Business Retention & Expansion Program and Economic Development Action Plan Summary



The Zebulon Chamber of Commerce and Town of Zebulon are working cooperatively to strategically grow the community. They share the common vision that Zebulon is a vibrant, growing community that maintains its small-town charm and heritage. The Chamber's business retention and expansion (BRE) program and economic development action plan support the Town's focus on growing smart, a vibrant downtown, and small-town life.



70%-80% of investment and job creation come from existing businesses



48% of Zebulon businesses plan to expand



69% of Zebulon businesses plan to add workers

Top 3 things Zebulon businesses need:
financial assistance,
marketing support,
and workforce training

GOALS of the Business Retention & Expansion Program

- ⦿ Retain existing businesses
- ⦿ Facilitate growth and expansion
- ⦿ Enhance the business climate
- ⦿ Strengthen the community partnership with business

Goals will be achieved through:

- Visitation and surveying of businesses
- Appreciation and recognition of businesses
- Providing direct value to the business community
- Supporting all companies - growing and at-risk companies
- Ensuring a positive and supportive business climate



Economic Development Action Plan

In addition to the BRE program, the Chamber will launch new economic development initiatives that support the Town's strategic plan. Each strategy in the Chamber's action plan can be tied to a Town strategy.

Town Strategy	Chamber Action Plan
Vibrant Downtown	Advocate for Placemaking
Growing Smart	Marketing Talent Small Business Services
Small Town Life	Advocate for Placemaking Economic Development Partnership

Implementation

Speed of implementation is directly related to resource availability. The Chamber and Town have a partnership in which the Chamber carries out specific economic development functions on behalf of the Town. The implementation schedule below assumes additional chamber resources. Strategies in the economic development action plan are designed to be implemented over several years.

Year 1

- BRE Program
 - Business Visits/Assessments
 - Business Appreciation Week
 - Website Updates
 - BRE Brochure
- Support Amenity Development
- Small Business Concierge
- Expand Chamber-Town Partnership

Years 2-3

- Continue BRE Program
 - Continue BRE marketing, outreach, and services
 - Public Relations
 - Professional Development
- Marketing Program
 - Community Brochure
 - Annual Report
 - Social Media Marketing
- Spark Revitalization
 - Inventory Town properties

Years 4-5

- Continue BRE Program
- Talent Development
- Support Housing Development
- Wake County Site Assessment Program