

New Bern Choice Neighborhoods Economic Development Strategy Matrix

Outcomes	Metrics	Strategies	Partners
Goal 1: Create an economically sustainable community to foster community-wide wealth creation.			
	% change in median income Level of total investment in community % change in employment rate % change in median income Number of new businesses in community	<ul style="list-style-type: none"> • Establish a Workforce Development Center • Create mentoring programs for start-up and existing business owners and young adults. • Identify industries and companies that provide sustainable living wage jobs • Raise skills, education and workforce levels in the community empowering individuals by providing to foster community and economic development. • Establish a business incubator/accelerator. 	NC Workforce Development City of New Bern Residents & Resident councils, resident groups Businesses Schools Churches, CBC Chamber of Commerce Swiss Bear Financial Institutions Foundations (Bate, etc) Raleigh Support Center Genesis 4:57 CDC SBA The Entrepreneur Center of CC City of New Bern NC A&T Youth (thru Parks & Rec, other youth groups)
Goal 2: Market and Support the Community			
		<ul style="list-style-type: none"> • Establish a Choice Neighborhoods business council • Create formal and routine communication with all Greater Five Points residents. • Implement a marketing program to raise community awareness of the advantages of buying local goods and services (shopping local) • Create a brand for the community. 	