

### Business Retention & Expansion

**GOAL:** Assist existing businesses in establishing avenues to thrive and grow.

- **Recognize Needs** – work with businesses and officials to understand potential challenges and opportunities.
- **Provide Support** – assist in determining resources and support available to solve business challenges.
- **Proactive Interaction** – provide frequent visits/communication with local companies to stay abreast of business growth and/or needs.

### Business Development & Training

**GOAL:** Support businesses in identifying resources available to develop and maintain a successful business.

- **Resource Access** – work to connect small businesses with resources available within Newberry County.
- **Workforce Development** – collaborate with organizations and education facilities to provide/market workshops, training programs, internship/ apprenticeship opportunities, etc.
- **Pro-Business Environment** – develop an environment that is business friendly to promote innovation and growth.

## NEWBERRY COUNTY, SC

### ◇ SUPPORTING EXISTING BUSINESSES ◇

### Infrastructure Investment & Improvements

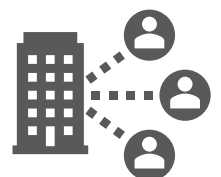
**GOAL:** Create and improve opportunities for infrastructure expansion for a more reliable, efficient business operating environment.

- **Transportation Systems** – explore ways to invest in infrastructure to advance business operations and expansion.
- **Utilities Enhancements** – collaborate with providers on ways to upgrade and expand utilities for enhanced services.
- **Technology Access** – consider reliable and affordable technology solutions to enhance connectivity.

### Marketing & Promotion

**GOAL:** Promote the strengths of Newberry County, existing businesses, and successful programs and initiatives to allow for steady economic growth.

- **Local Stories** – promote business success stories/unique assets and assist with attracting customers, businesses, and talent.
- **Targeted Marketing** – identify and attract specific businesses that align with needs identified through the strategic plan.
- **Strategic Growth** – develop a plan to attract both businesses and residents to Newberry County for strategic economic growth.



*Developed June 2025*