

Greater Hendersonville Chamber of Commerce, NC

Competitive Assessment, Target Industry Study, Labor Market Study and Marketing Plan

For the Greater Hendersonville Chamber of Commerce, Janus Economics' Principal, Robert Pittman and a team, completed a comprehensive economic development project resulting in a new roadmap for the County's future economic development efforts. The project included a competitive assessment, target industry analysis, labor market study, overview assessment of industrial sites, and a marketing plan.

In the labor market study, household telephone and business mail surveys designed not only to determine the rate of "underemployment" in the area, but also to determine the number of "potentially available" workers in the area, were conducted. Potentially available workers include the unemployed and underemployed, but also dissatisfied workers who would consider making a job change. This unique survey methodology provided an even broader and more accurate measure of available labor in Henderson and surrounding counties.

The competitive assessment analysis included an assessment of the competitive strengths and weaknesses of Henderson County. Robert analyzed the range of economic development factors that are of interest to a company during the corporate site selection process. His team also completed an assessment of available industrial sites, evaluating such factors as availability, size, location, topography, surrounding uses, zoning, utility and telecom availability, image, etc. Ultimately, Robert's team concluded that the area needed to increase its inventory of prepared industrial sites so that it could better attract prospects and accommodate internal expansion.

The marketing plan was a turnkey package, providing detailed recommendations on advertising, web-based marketing, trade shows, direct prospect contact, staffing and budgets. The plan also identified a "brand" or economic development image to convey to the marketplace.

All recommendations were adopted, including the new name "Henderson County Partnership for Economic Development." Based on a briefing to the Henderson County Commission by Robert Pittman, the Partnership was able to obtain increased funding for the recommended economic development program.

