



Economic Development

VISION: To Improve the economic and social well being of all the citizens of Mooresville

MISSION: To enhance the quality of life of the citizens of Mooresville by providing valued government services and directing well planned growth and development.

Goals

To create an environment that supports the attractions of new and diverse companies and to encourage existing companies in their growth and stability (working with Mooresville-South Iredell Economic Development Corporation).

Strategies

1. Support the implementation of Mooresville-South Iredell Economic Development Corporation initiatives.
2. Improve internal and external marketing to publicize the positive aspects of Mooresville.
3. Provide governmental services and infrastructure with focus on regional economic development needs.

DEPARTMENTAL INFLUENCES

Planning

- ◆ Assure that new plans are consistent with supportive of the Mooresville/South Iredell Strategic Economic Development Plan.
- ◆ Assure that new plans and development proposals are consistent with and supportive of land use, transportation, and economic plans formally adopted by the Town of the State of North Carolina.

VALUE STATEMENT: We are professionals who are accountable to our citizens, serving them as a cohesive team committed to honesty, integrity and fairness.

PRIME FOCUS: We serve our citizens

Objectives

- ◇ To generate the following numbers of new jobs:
 - ◆ Industrial and office: 1,000 jobs by 2010
 - ◆ Small Business: 500 jobs by 2010
 - ◆ Retail/Hotel: 1,000 jobs by 2010
 - ◆ Lowe's: 1,200 jobs in phase III and 1,000 more by 2010
- ◇ To Increase the commercial/industrial tax base by \$100 million by 2010