

Partner Meeting Goals – Economic Development

1. **Goal 1** – Recruiting and assisting 10 entrepreneurs through the business planning process to the point of applying for funding, with a particular emphasis on those who are interested in starting businesses in ATV and agricultural tourism.
 - a. **6 Month Goal** – Identify a pool of potential entrepreneurs looking to start business in McDowell County and recruit an initial cohort to go through the business plan development process
 - b. **1 Year Goal** – Identify Partners who can work with initial cohort to refine their business plans and help identify potential funding opportunities. Also, do initial assessment of draft business plans.
 - c. **2 Year Goal** – Complete final assessments of business plans and finalize plan of funding application.
2. **Goal 2** – Identify and recruit 3 advocates for the Hatfield & McCoy Trail System who would educate the populace of McDowell County of the potential economic benefits of the trail system.
 - a. **6 Months** – Recruit 1st Advocate
 - b. **1 Year** – Recruit 2nd Advocate
 - c. **2 Year** – Recruit 3rd Advocate
3. **Goal 3** – Double the number of census-designated farm areas in McDowell County
 - a. **6 Months** - Work with the WV and US Departments of Agriculture to work through data that will help identify possible producers who haven't applied for farm designation. Also begin development of communication package that educates producers about the tax benefits the designation brings, the access to federal/state funding they could then tap into, and the process of applying for the designation.
 - b. **1 Year** – Contacted 25% of identified potential applicants and first revision of communication package based on lessons learned in initial contact period.
 - c. **2 Year** – 100% Contacted and final revision of communication package with an emphasis of expanding efforts to all of Southern WV.