

Offering all citizens an opportunity to improve their quality of life while enjoying the benefits of a safe, healthy, prosperous, and vibrant County.

## A Strategic Plan for Davie County





# DEMOGRAPHIC TRENDS





# PEOPLE: POPULATION

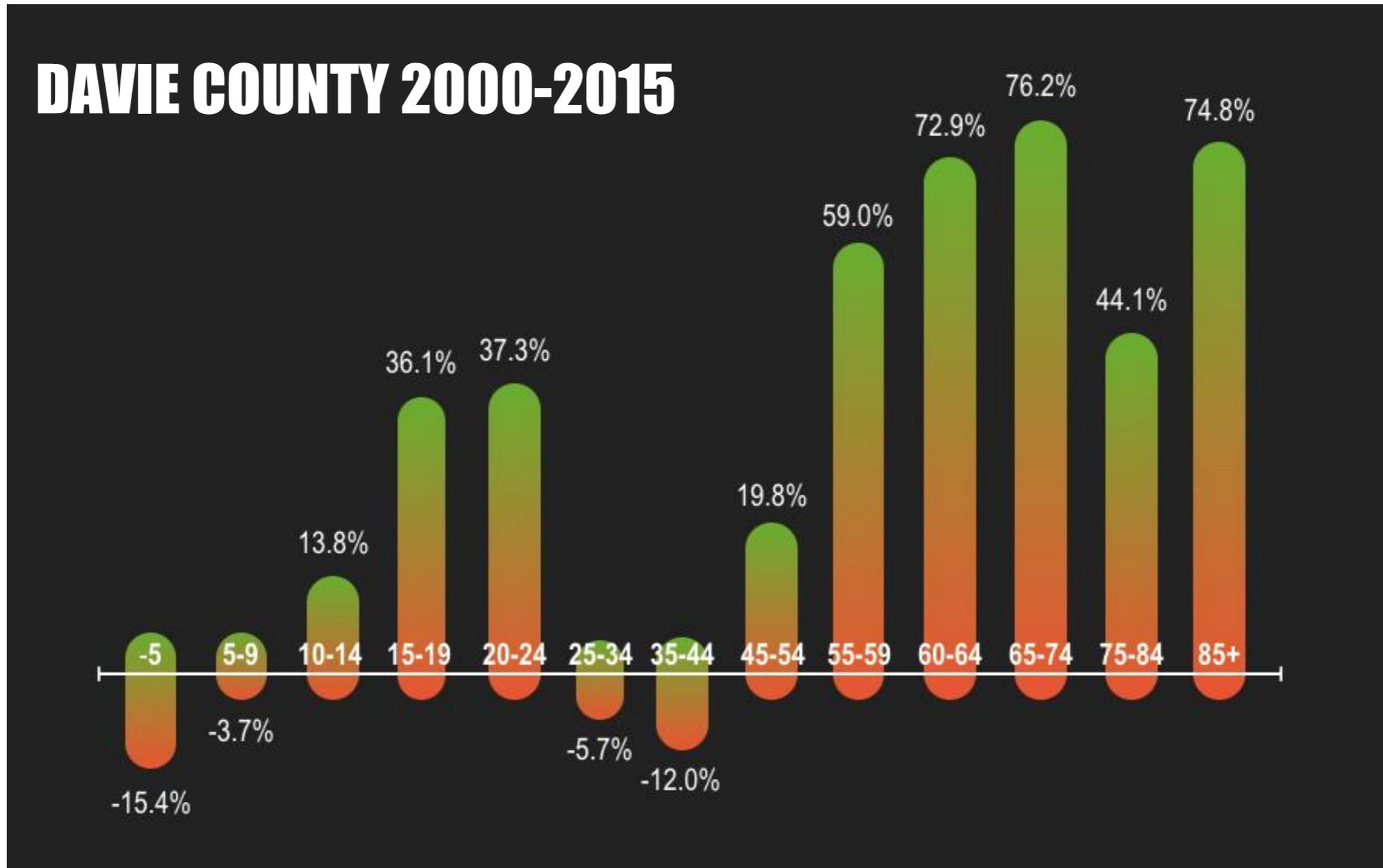
2010 Population growth has been relatively flat with only 1.3% increase over five years. 2015

That is only 521 people





# AGE GROUP POPULATION CHANGE

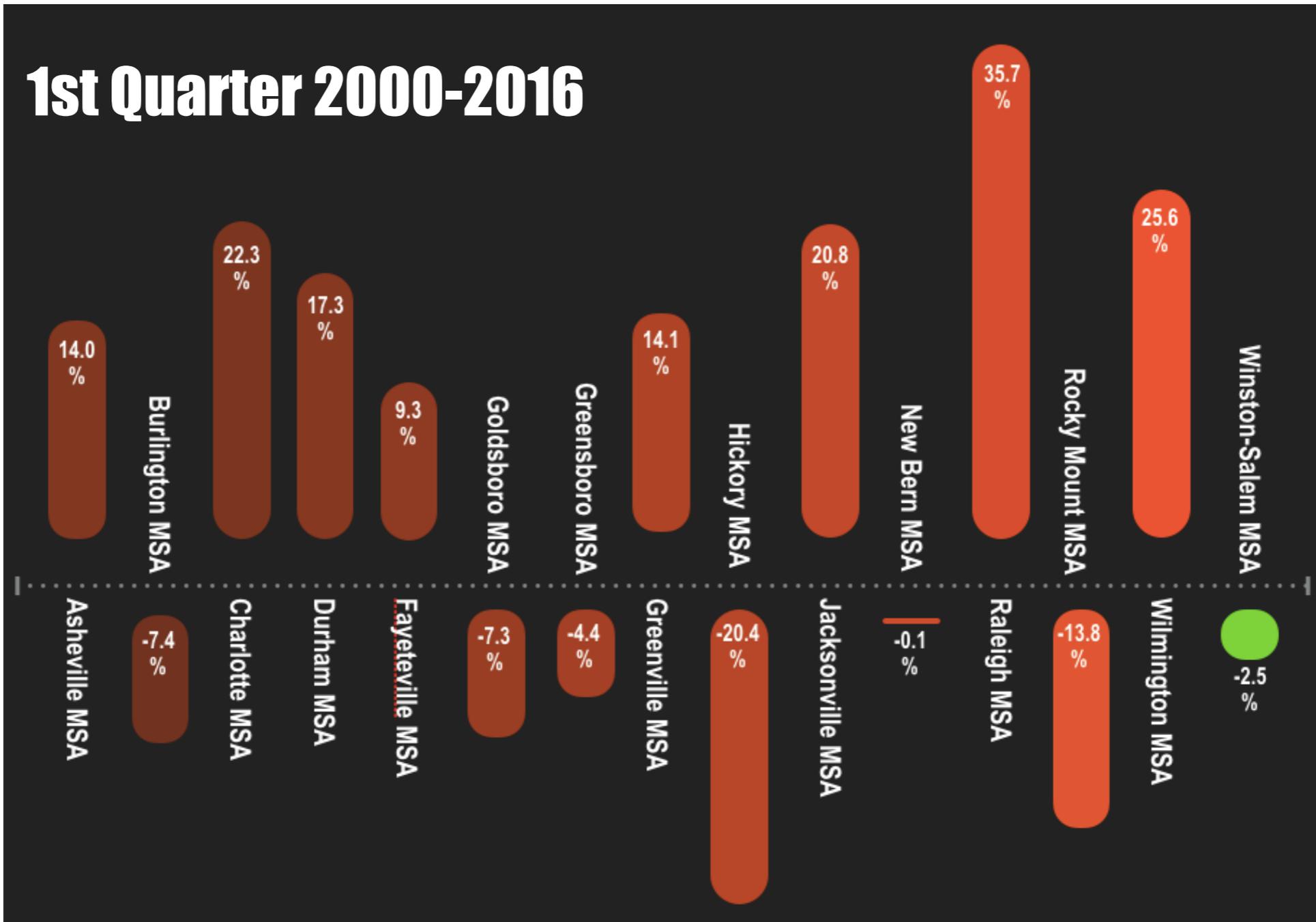


Source: 2000 Census, US Census Bureau and NC Office of Budget & Management 2016



# PERCENTAGE EMPLOYMENT CHANGE

## 1st Quarter 2000-2016

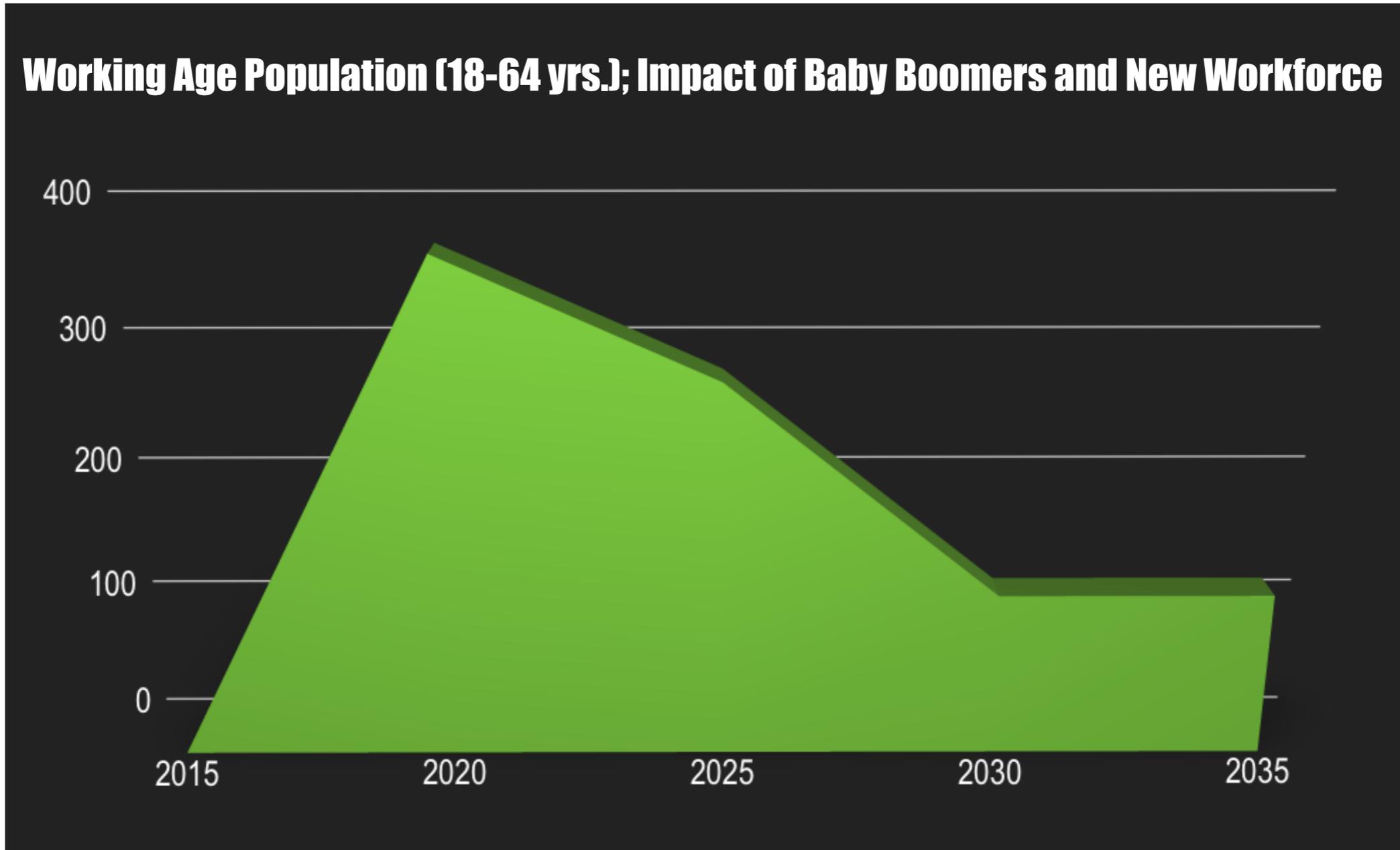


Source: NC Labor and Economic Analysis Division,  
NC Department of Commerce, 2016



# GROWTH PROJECTION TO 2035

## Working Age Population (18-64 yrs.); Impact of Baby Boomers and New Workforce

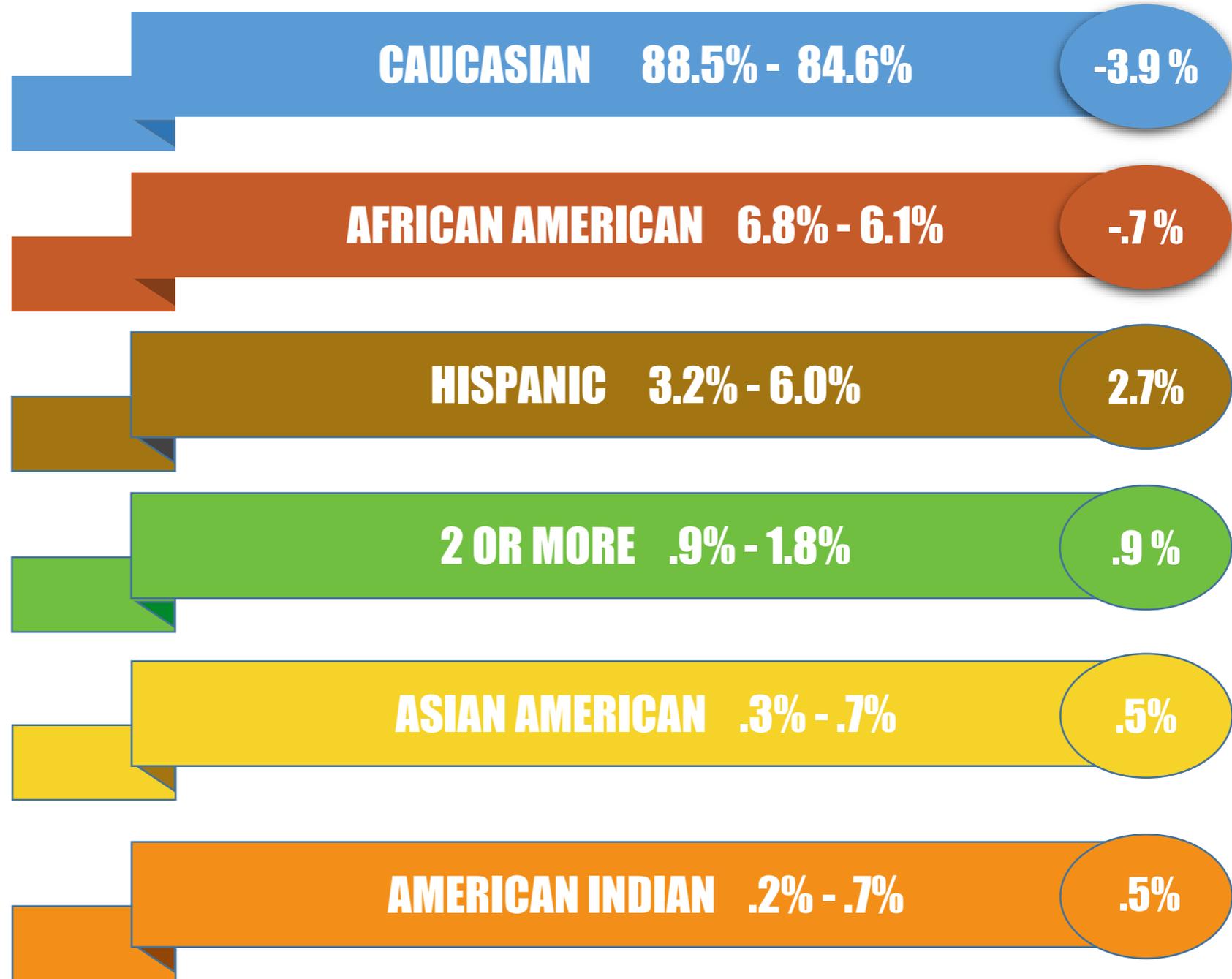


Source: NC Office of Budget & Management



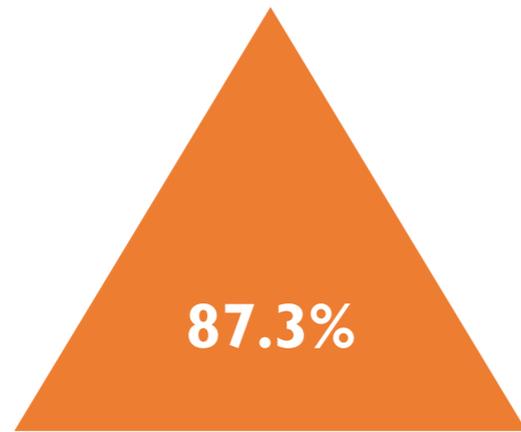
# PEOPLE: DIVERSITY (2000-2015)

**Davie County has experienced increasing racial and ethnic diversity.**

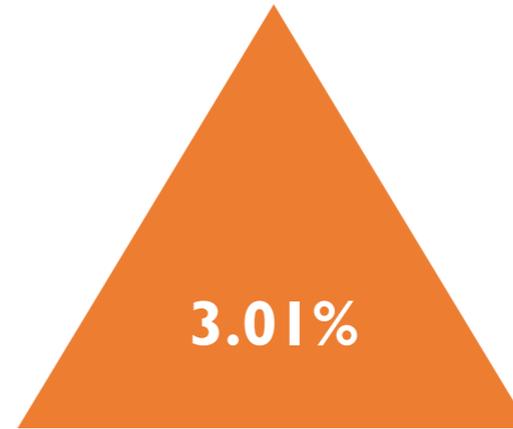




# EDUCATION



**Graduation  
Rate**



**Drop-Out  
Rate**

Over the past 4 years, 66% of Davie High School students enrolled in college during the first year after high school:

40% enrolled in a 4-year & 26% enrolled in a 2-year post secondary educational institution

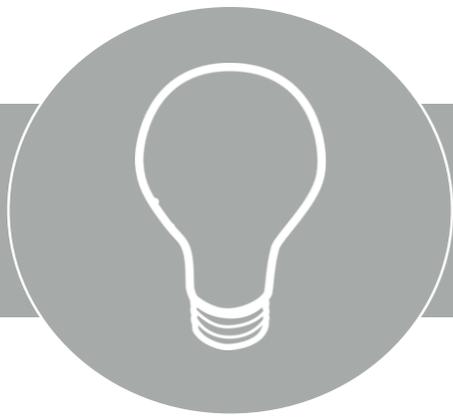
# THE PROCESS



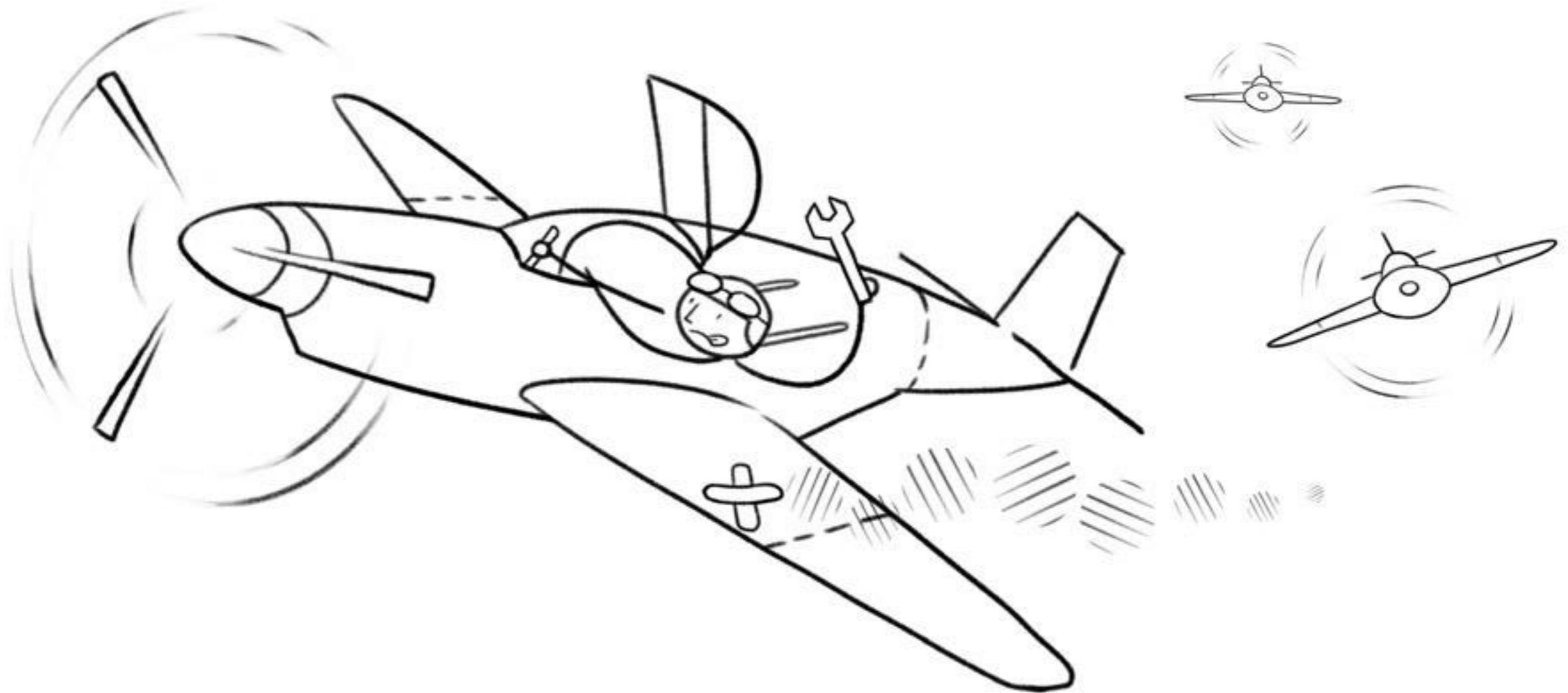
DAVIE COUNTY

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**MOVING**  
WITH **PURPOSE**



# PROCESS





## WHY A STRATEGIC PLAN?

If you don't know where  
you are going, you might  
wind up someplace else.

Yogi Berra

QuoteAddicts



## WHY A STRATEGIC PLAN?

**Where are we now?**

**Where do we want to be?**

**How will we get there?**

Increased working age population = increased talent pool = increased employers = increased tax base = economic growth = enhanced quality of life.



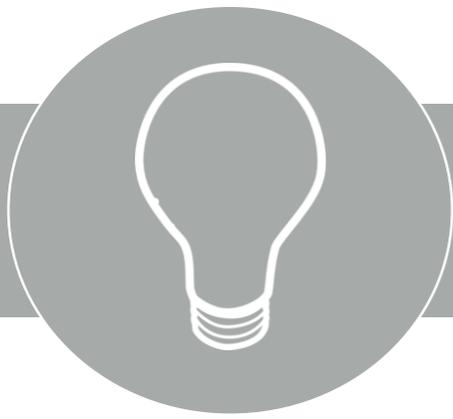
## WHY A STRATEGIC PLAN?

- **More coordination and partnerships among Towns, County, EDC, Education, Businesses, Faith Community, and Civic Groups to promote alignment.**
- **Must have unique offerings to compete.**
- **Already have a skills gap issue, but we will not have enough workers to fill existing jobs in 10 years.**
- **Create career pathways with multiple entry and exit points.**
- **Develop existing talent from pre-kindergarten to retirement.**
- **Attract new talent and innovation.**
- **Target investments to specific needs with measurable outcomes.**



# WHY A STRATEGIC PLAN?

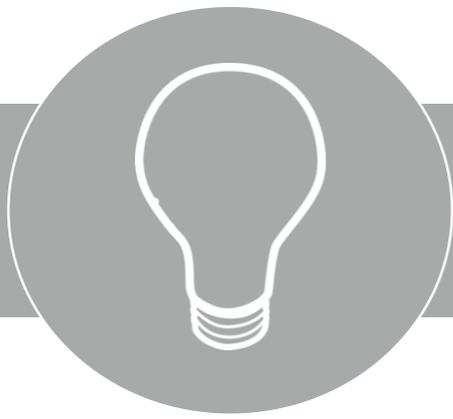
- 1** What gets measured gets done
- 2** If you don't measure results, you can't tell success from failure
- 3** If you can't see success, you can't reward it
- 4** If you can't reward success, you're probably rewarding failure
- 5** If you can't see success, you can't learn from it
- 6** If you can't recognise failure, you can't correct it
- 7** If you can demonstrate results, you can win public support



# SUCCESS: WHAT DOES IT LOOK LIKE?



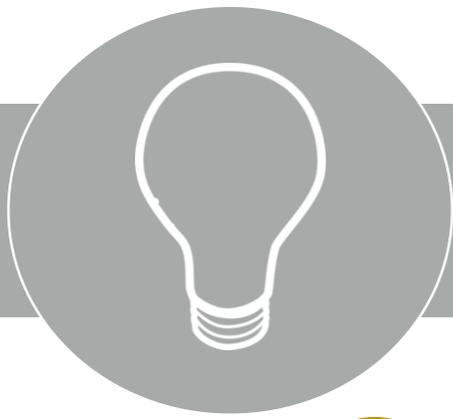
- Realistic work plan
- Measurable objectives
- Budget that reflects strategies
- Buy-in from partners and citizens



# SUCCESS: WHAT DOES IT LOOK LIKE?



- **Opportunity for Fresh, In-Depth Look**
- **Chance to significantly impact County's future**
- **Identifying Focus Areas**
- **ACTION!!!**



# SUCCESS: WHAT DOES IT LOOK LIKE?

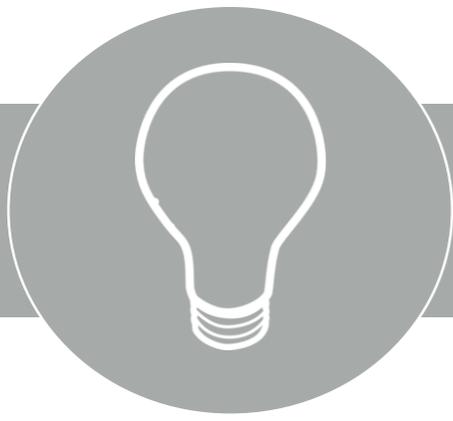
**Work Plan with Defined Owners and Timelines**

**Ownership from All Partner, Shared Responsibility**

**County and Partners Agreeing to Implement Together**

**Statement of Community Priorities**

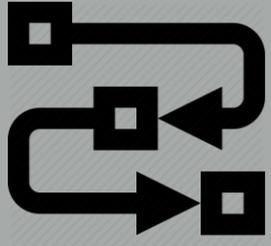




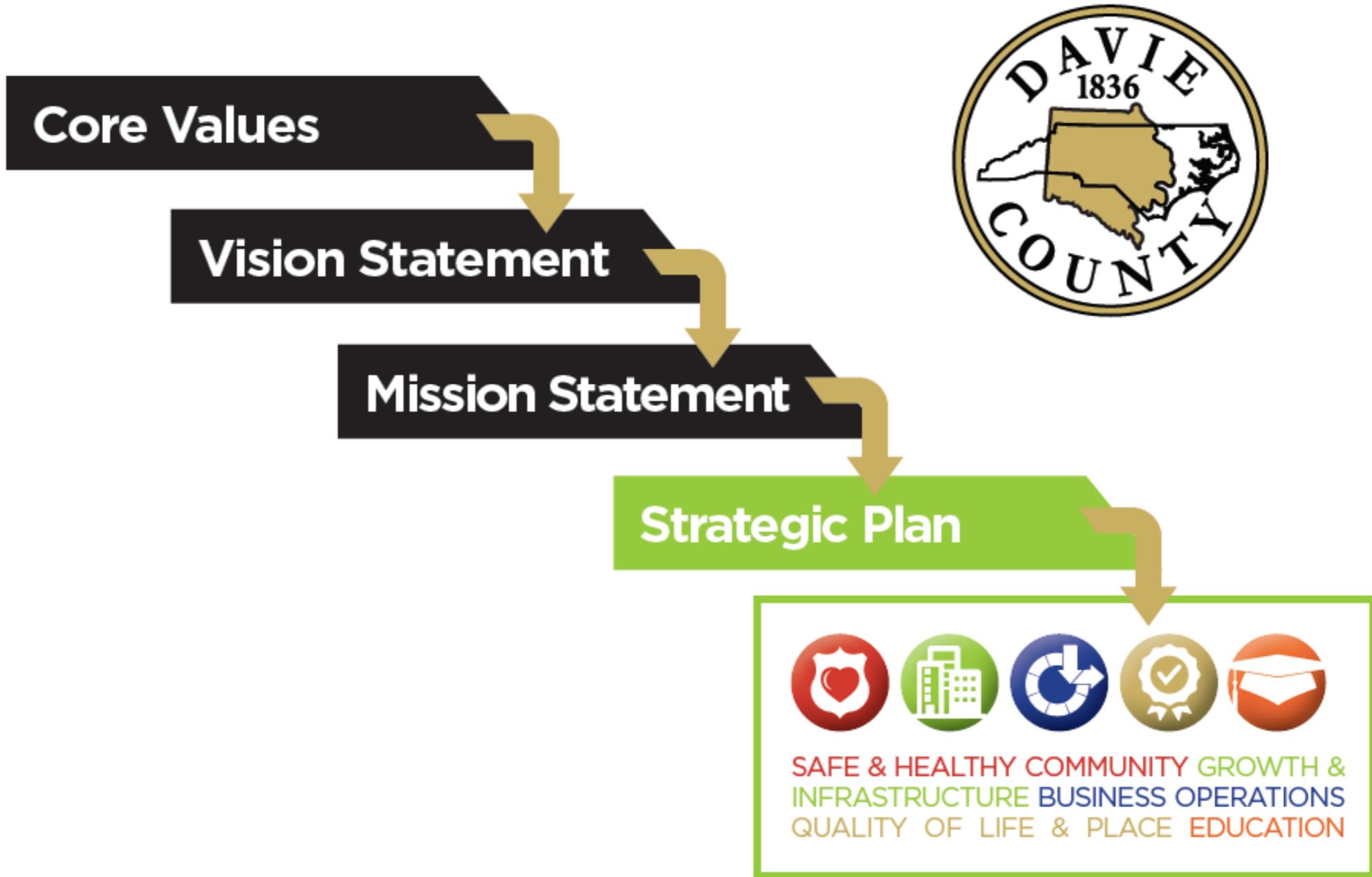
# PROCESS: FEARS?

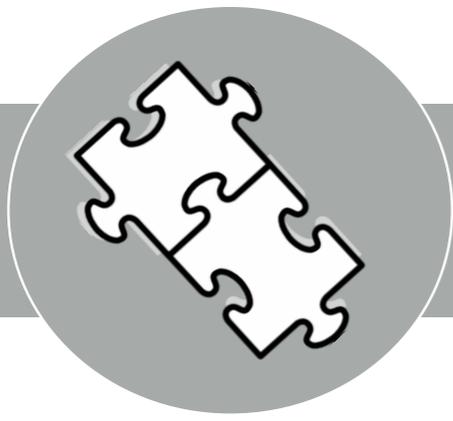
**Inaction / Lack of Implementation Follow Through**





# THE CASCADE EFFECT





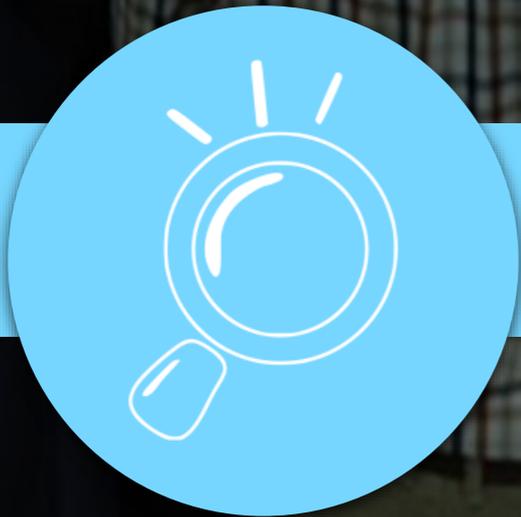
# VISION AND MISSION STATEMENTS

## **Vision Statement (Internal)**

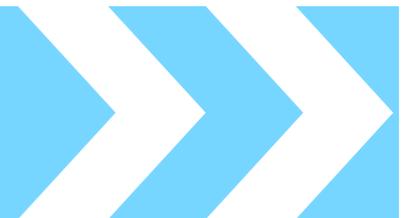
Davie County Government is a prosperous and dynamic organization committed to building a sustainable future for generations, while celebrating the County's rural heritage and enhancing its quality of life.

## **Mission Statement (External)**

Davie County strives to offer all citizens an opportunity to improve their quality of life while enjoying the benefits of a safe, healthy, prosperous, and vibrant county.



## **FIVE FOCUS AREAS**





# Growth & Infrastructure



**WE'RE  
HIRING!**

DAVIE COUNTY  
**MOVING  
WITH PURPOSE**



**Education**



DAVIE COUNTY  
**MOVING**  
WITH **PURPOSE**



# Safe & Healthy Community





# Business Operations





# Quality of Life & Place





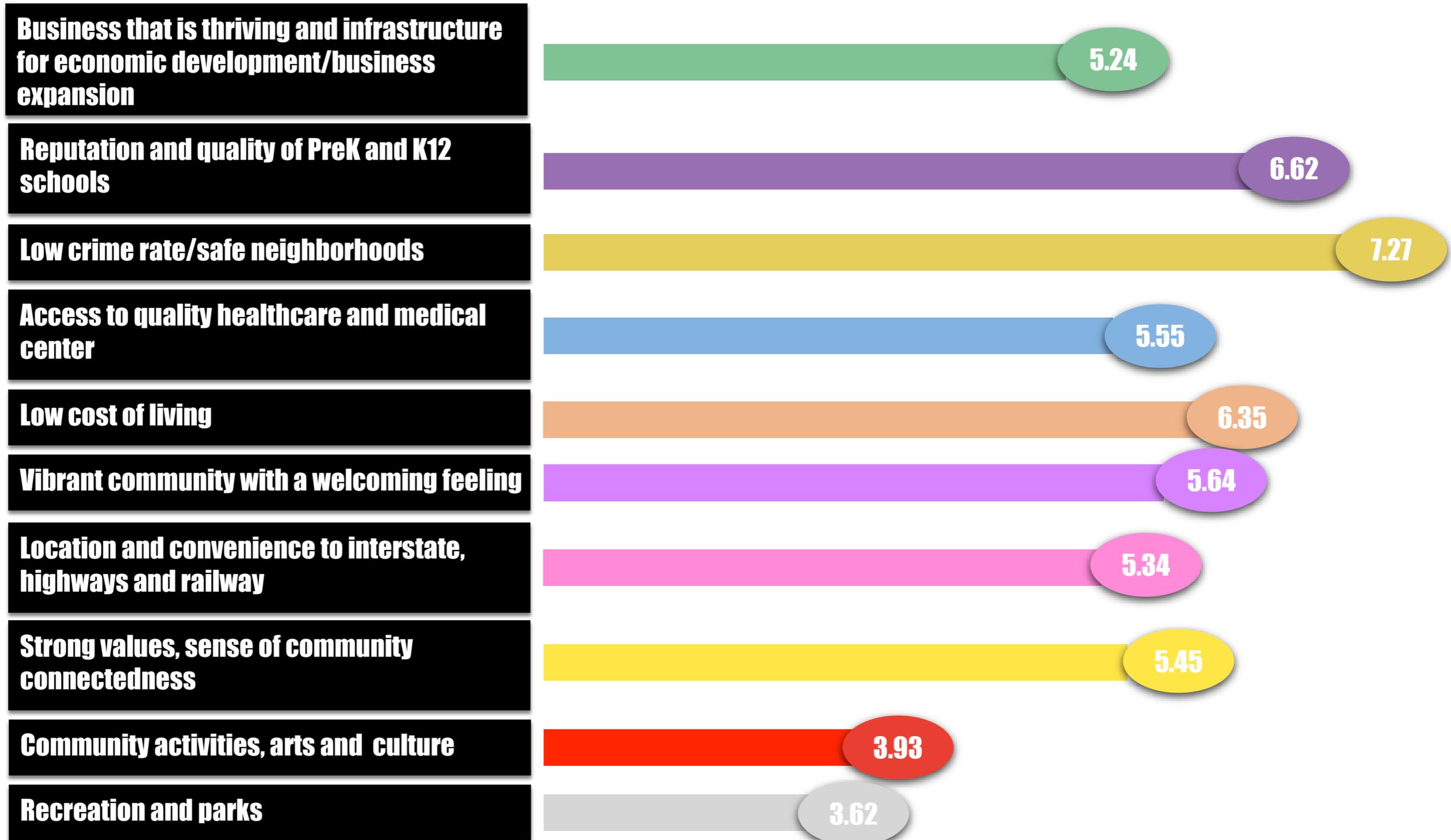
# ENGAGING PARTNERS & PUBLIC





# Question #1

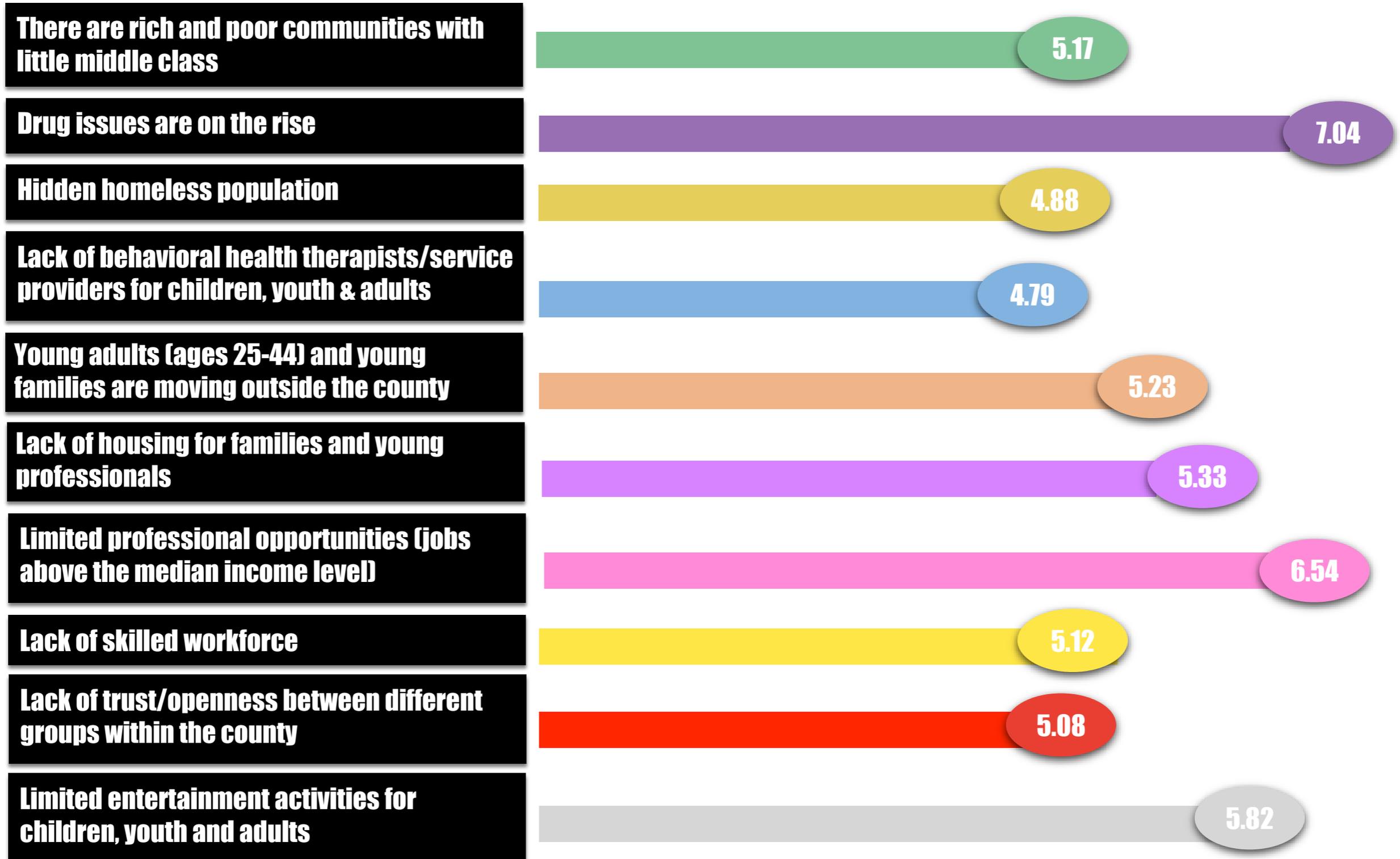
**What qualities does Davie County possess that would make a family or business want to move here?**





## Question #2

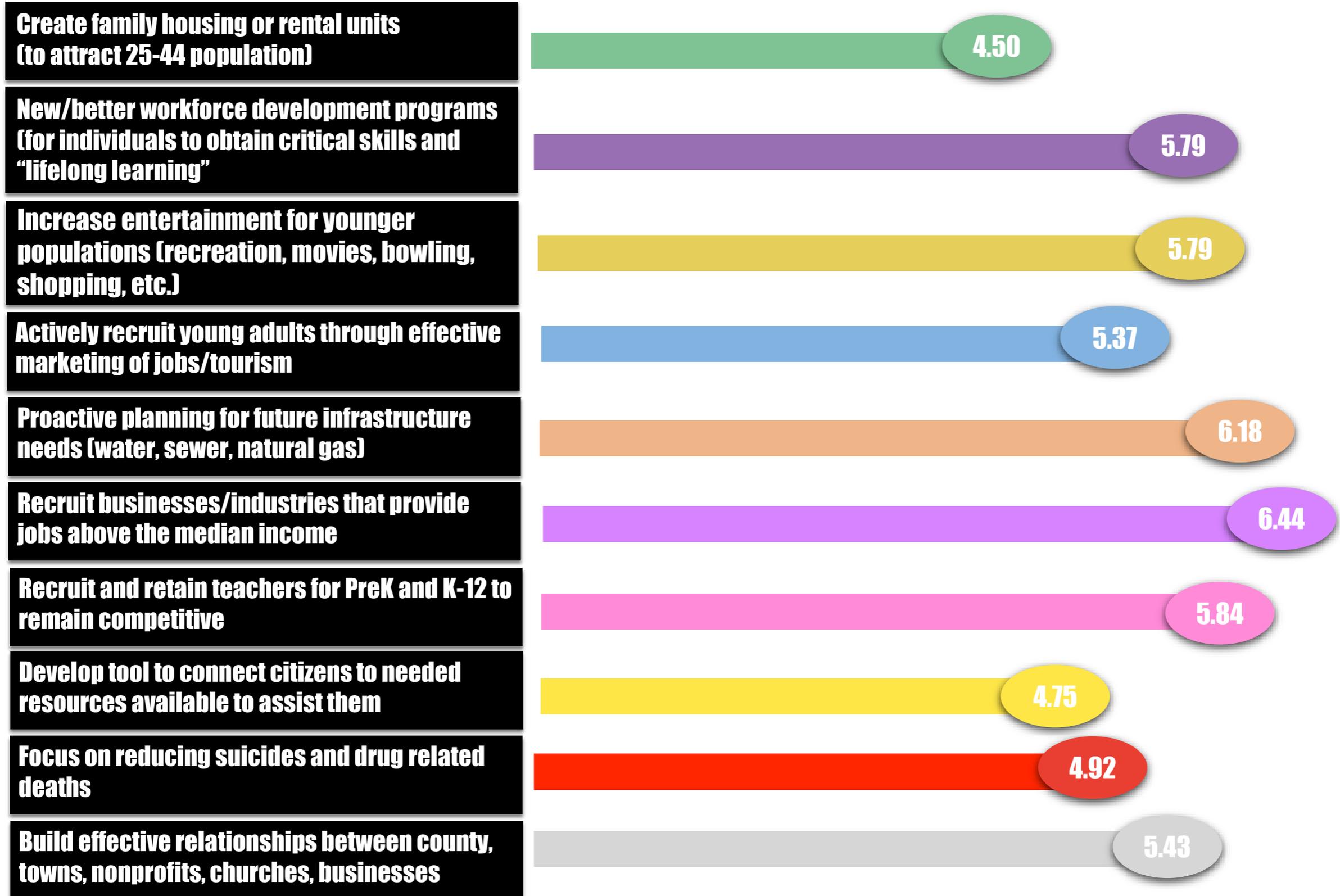
### What concerns you about Davie County?





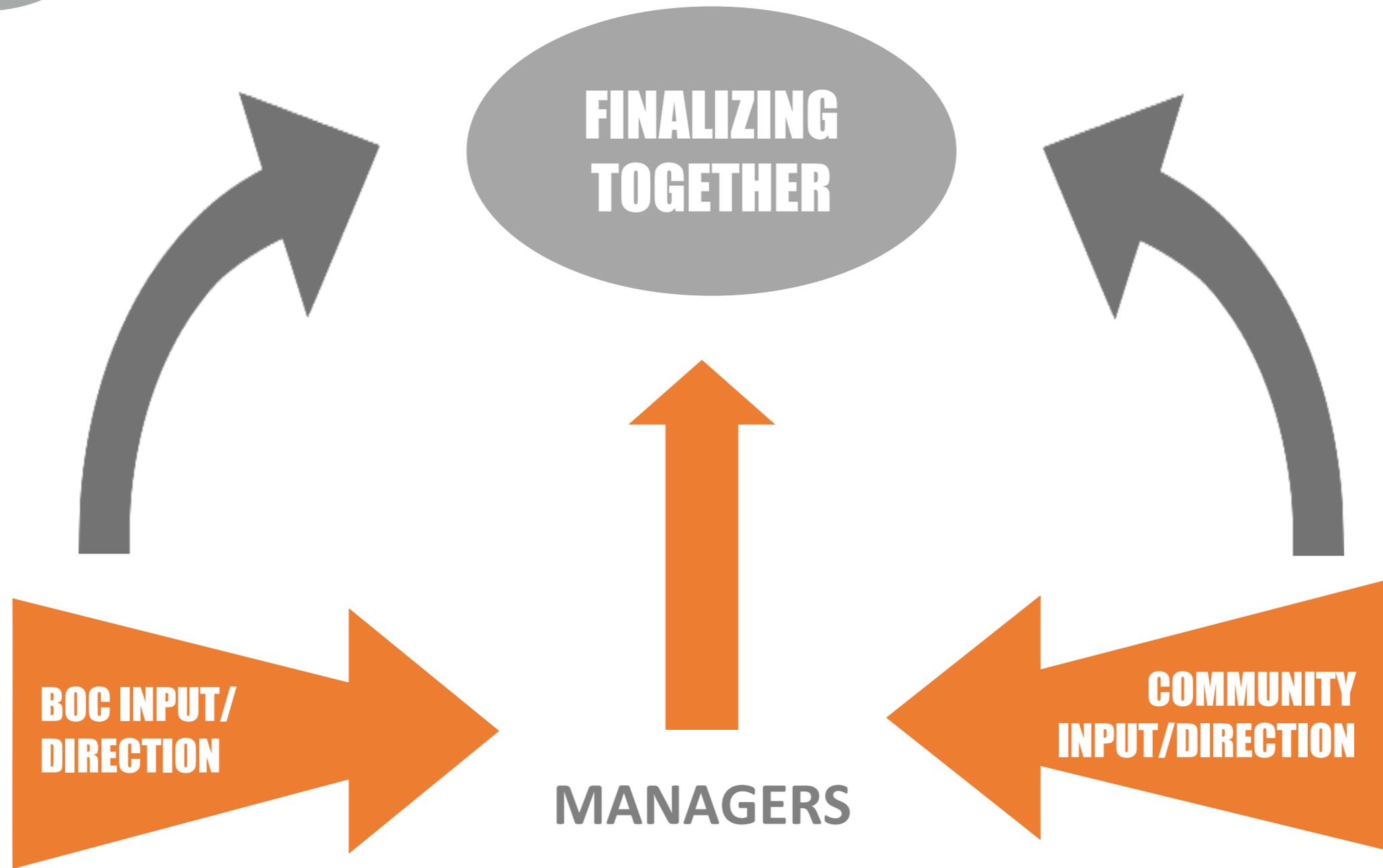
# Question #3

**What activities should Davie County focus on in this strategic plan?**





# BRINGING IT ALL TOGETHER





# COMMUNITY BRANDING

COUNTY

TOWNS

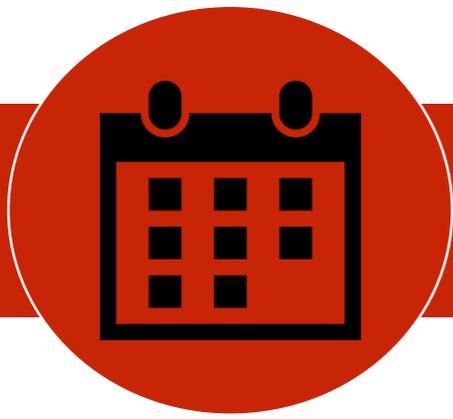
EDC

Bringing it all together to tell our story as a desirable place to live and work

PARTNERS

EMPLOYEES

CITIZENS



# THE TIMELINE TO MAKE IT HAPPEN

**Strategic Planning Kickoff**

**March. 2017**

**Community Meetings**

**April-Sept. 2017**

**Present Preliminary Strategic Plan to Board of County Commissioners**

**Nov. 6, 2017**

**Promote Plan/Seek Feedback**

**Nov. 2017**

**Seek Approval of Strategic Plan by Board of County Commissioners**

**Dec. 4, 2017**

# #WeAreDavie

A Strategic Plan for Davie County

DAVIE COUNTY

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**MOVING**  **PURPOSE**  
WITH **PURPOSE**