Town of Century, Florida

2014 Six Pillars Community Economic Development Strategic Plan: Overview of the Town’s Vision and Mission Statements, Strategic Goals, and Objectives

Vision: The Town of Century will be the model for rural economic redevelopment, excelling in cultivating its workforce, facilitating the growth of regional industry, and enhancing the quality of life for its residents and the surrounding communities.

Mission: The Town of Century will act as a regional hub for interstate commerce that is sustained and cultivated through collaboration with its surrounding communities to become a transformative force for regional economic development.

Strategic Goals:

1. Lead the region in rural economic competitiveness.
2. Lead the region in rural community revitalization.
3. Lead the region in the development and delivery of innovative and relevant workforce training programs.

Objectives:

1. Cultivate and support sustainable employment opportunities for the residents of Century.
2. Create an environment that is conducive for business/industry recruitment, retention, and expansion.
3. Increase Century’s attractiveness to workers, residents, and visitors.
4. Foster and support an entrepreneurial environment.
5. Restore Century’s sense of civic pride.
6. Promote Century’s cultural, historical, and recreational assets.
Town of Century: 2014 Six Pillars Community Economic Strategic Plan

Pillar: Talent Supply and Education

Vision: The Town of Century will be the model for rural economic redevelopment, excelling in cultivating its workforce, facilitating the growth of regional industry, and enhancing the quality of life for its residents and the surrounding communities.

Relevant Goals:

Goal #1 – Lead the region in rural economic competitiveness.
Goal #3 – Lead the region in the development and delivery of innovative and relevant workforce training programs.

Relevant Objectives:

Objective #1 – Cultivate and support sustainable employment opportunities for the residents of Century.
Objective #2 – Create an environment that is conducive for business/industry recruitment, retention, and expansion.
Objective #3 – Increase Century’s attractiveness to workers, residents, and visitors.

Tactics:

1. Identify, promote, and advertise programs and financial aid opportunities that are already present at Century’s Pensacola State College Campus, Northview High School, Automation and Production Technology Academy, and Ernest Ward Middle School.
2. Work with Century’s Pensacola State College Campus to promote and recruit participation in locally administered financial literacy programs.
3. Offer and promote literacy, computer literacy, job preparedness classes/seminars, and “soft skill” training through Pensacola State College, local agencies, and area churches.
4. Invite regional prosperity (anti-poverty) initiatives to provide the Town with training/educational seminars on how to approach the Town’s high levels of poverty.
5. Continue to develop partnerships with regional organizations, which provide financial assistance and educational programs to low-income households.
6. Facilitate conversations between Northview High School, Pensacola State College, and the Town to implement mentoring and tutoring programs, which target potential at-risk graduates.
7. Develop or identify local and regional youth mentorship programs designed to prevent at-risk graduates.
8. Work with regional businesses to place and mentor Century’s Pensacola State College Campus graduates in electrical, nursing, welding, cosmetic arts, and hospitality management.
9. Work with Pensacola State College to offer support in implementing needed training programs, such as in Plumbing and Heating, Ventilation, and Air Condition (HVAC).
Town of Century: 2014 Six Pillars Community Economic Strategic Plan

Pillar: Innovation and Economic Development

Vision: The Town of Century will be the model for rural economic redevelopment, excelling in cultivating its workforce, facilitating the growth of regional industry, and enhancing the quality of life for its residents and the surrounding communities.

Relevant Goals:

Goal #1 – Lead the region in rural economic competitiveness.

Goal #2 – Lead the region in the development and delivery of innovative and relevant workforce training programs.

Relevant Objectives:

Objective #1 – Cultivate and support sustainable employment opportunities for the residents of Century.

Objective #2 – Create an environment that is conducive for business/industry recruitment, retention, and expansion.

Objective #3 – Increase Century’s attractiveness to workers, residents, and visitors.

Objective #4 – Foster and support an entrepreneurial environment.

Tactics:

1. Identify and target regional industries/supporting industries that may complement already established clusters within the region.
2. Solicit input from local/regional businesses for developing regional marketing efforts.
3. Develop an aggressive marketing campaign which promotes Century’s existing locational and infrastructural assets. This campaign should be targeted to regional/national/global industries, which find Century’s assets advantageous, and should be promoted via regional trade summits, regional trade associations, and by developing relationships with regional industry leaders.
4. Continue to develop collaborative partnerships with regional economic development organizations in order to leverage regional resources for industry recruitment.
5. Host local business plan competitions to incentivize local entrepreneurial activity.
6. Work with regional partners to promote existing and/or introduce new microloan programs, thus providing capital to local entrepreneurs.
7. Promote the region’s innovative training programs at both Pensacola State College and Northview High School by incorporating them into the Town’s website, newsletter, and other promotional materials.
8. Identify and pursue strategies to develop local daycare programs, which would allow single parent households to enter the workforce.
9. Create a “Memorandum of Understanding” between other regional communities (Flomaton, Atmore, Jay, Dothan, etc.) and the Town of Century to solidify future economic development partnerships, which leverage regional resources and develop regional approaches to workforce development and industry recruitment.
Vision: The Town of Century will be the model for rural economic redevelopment, excelling in cultivating its workforce, facilitating the growth of regional industry, and enhancing the quality of life for its residents and the surrounding communities.

Relevant Goals:

Goal #1 – Lead the region in rural economic competitiveness.
Goal #2 – Lead the region in rural community revitalization.

Relevant Objectives:

Objective #2 – Create an environment that is conducive for business/industry recruitment, retention, and expansion.
Objective #3 – Increase Century’s attractiveness to workers, residents, and visitors.

Tactics:

1. Continue to pursue rehabilitation and beautification grants, which increase Century’s curb appeal for residents, visitors, and potential investors.
2. Reach out to area broadband providers to encourage expanding their broadband footprint into Century. The Town and potential broadband partners need to investigate whether improving broadband service by expanding their fiber optic network in Century would meet the requirements for the Rural Utilities Service Telecommunications Program (RUSTP).
3. Pursue grant funding though the Broadband "Community Connect" Grant Program for developing a community technology center, which reuses, or enhances, existing community facilities; whereby providing residents with access to online technologies.
4. Work with the Escambia County School District and local Internet service providers to pursue “Connect2Compete” high speed internet subsidies for qualified low income households.
5. Conduct a community workshop to better understand Century’s mass transit needs, focusing on the needs of low income residents. It is recommended to include Santa Rosa County, FL and Escambia County, AL in the discussion, with the intention of generating cross border ideas on satisfying transportation needs for residents who can obtain work in the surrounding region.
6. Conduct an annexation study, which identifies the cost/benefit factors of expanding the Town’s limits.
7. Continue to pursue housing rehabilitation grants from both state and federal sources with a focus on low income residents.
Town of Century: 2014 Six Pillars Community Economic Strategic Plan

Pillar: Business Climate and Competitiveness

Vision: The Town of Century will be the model for rural economic redevelopment, excelling in cultivating its workforce, facilitating the growth of regional industry, and enhancing the quality of life for its residents and the surrounding communities.

Relevant Goals:

Goal #1 – Lead the region in rural economic competitiveness.
Goal #3 – Lead the region in the development and delivery of innovative and relevant workforce training programs.

Relevant Objectives:

Objective #1 – Cultivate and support sustainable employment opportunities for the residents of Century.
Objective #2 – Create an environment that is conducive for business/industry recruitment, retention, and expansion.
Objective #3 – Increase Century’s attractiveness to workers, residents, and visitors.
Objective #4 – Foster and support an entrepreneurial environment.

Tactics:

1. Engage the Florida Small Business Development Network and regional business leaders to develop a mentorship program for aspiring entrepreneurs and small business owners.
2. Partner with the Small Business Development Center and Pensacola State College’s Corporate Education Center to provide support and training to local businesses and future entrepreneurs.
3. Pursue regular visits by the Florida Small Business Development Network’s Mobile Business Assistance Centers.
4. Pursue grant funds that will assist the Town in staffing the small business incubator.
5. Engage Escambia and Santa Rosa counties to develop a regional small business incubator partnership.
6. Investigate industry preparedness programs, which can help determine the Town’s readiness for industry recruitment.
7. Recognizing Century fails to capture business from visitors to the area, conducting a feasibility study for a possible hotel/motel in the area may provide support for establishing lodgings in the Town.
8. Work with Pensacola State College to staff and co-host agriculture and “Farmers Market University” programs, which offer short seminars on entrepreneurialism, law, business strategies, and technology.
9. Create streamlined, transparent, and user-friendly government processes required to start-up, relocate or expand a business, including home-based businesses.
**Pillar: Civic and Governance Systems**

**Vision:** The Town of Century will be the model for rural economic redevelopment, excelling in cultivating its workforce, facilitating the growth of regional industry, and enhancing the quality of life for its residents and the surrounding communities.

**Relevant Goals:**

Goal #3 – Lead the region in rural community revitalization.

**Relevant Objectives:**

Objective #3 – Increase Century’s attractiveness to workers, residents, and visitors.
Objective #5 – Restore Century’s sense of civic pride.
Objective #6 – Promote Century’s cultural, historical, and recreational assets.

**Tactics:**

1. Pursue funding opportunities to implement an emergency alarm system.
2. Work with community leaders to increase participation in local government.
3. Effectively promote and distribute Town newsletter email, website, and social media.
4. Regularly update the Town’s online calendar, keeping the Town up-to-date on public meetings, events, etc.
5. Publish minutes of the Town Council’s meetings online to increase transparency of local governance.
6. Broadcast Town council meetings online and/or via ECTV.
7. Encourage community leaders to write brief editorials in the region’s local news outlets, which tackle topics like trust in local government, governmental accountability, and other “hot topics” that are important to the Council, the Mayor, and the community at large.
8. Institute a Youth Leadership Training Program for Century’s adolescent population in order to develop future community leaders.
9. Regular presence at Escambia County meetings (County Commission, RESTORE Advisory Committee, etc.).
**Town of Century: 2014 Six Pillars Community Economic Strategic Plan**

**Pillar: Quality of Life and Quality Places**

**Vision:** The Town of Century will be the model for rural economic redevelopment, excelling in cultivating its workforce, facilitating the growth of regional industry, and enhancing the quality of life for its residents and the surrounding communities.

**Relevant Goals:**

Goal #2 – Lead the region in rural community revitalization.

**Relevant Objectives:**

Objective #3 – Increase Century’s attractiveness to workers, residents, and visitors.
Objective #5 – Restore Century’s sense of civic pride.
Objective #6 – Promote Century’s cultural, historical, and recreational assets.

**Tactics:**

1. Increase Century’s presence on social media, including news from the Town, Century Chamber of Commerce, and Alger Sullivan Historical Society.
2. Promote area’s cultural and recreational resources via Visit Pensacola, the Greater Pensacola Chamber, and Florida’s Great Northwest.
3. Engage the UWF Historic Trust to preserve, enhance, and promote the Town’s historic assets.
4. Modernize the Alger Sullivan Historical Society’s webpage by connecting the Society to marketing and computer design majors in need of capstone projects at Pensacola State College or the University of West Florida.
5. Organize more community days where the Town celebrates a community event, much like Saw Mill Day. This tactic is two-fold: 1) to attract out-of-town dollars to the local economy and 2) to develop relationships (increase trust) between different segments of the community.
6. Work with area schools and churches to bring youth-based activities back within the Town limits.
7. Collaborate with regional partners on ways of increasing the presence of public healthcare services.