

| Changes Legend | |
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| Standard Print | No Changes. |
| Bold, Blue Print | Modified this slightly in order to be more specific. |
| Bold, Orange Print | New measure or initiative. |
| Completed Initiatives | Initiatives completed |

| Goal 1: Strong and Diverse Economy Maintain and grow a strong and diverse economy through a variety of businesses, industries, and employment opportunities for the community. | |
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| Outcome Measures | |
| <ul style="list-style-type: none"> • Mean Salary • Median Salary • Percent Growth in Tax Base | <ul style="list-style-type: none"> • Employment Growth • Percent of Jobs within High Growth Sectors • Poverty Indicators |
| Objectives and Intermediate Measures | Initiatives |
| Objective: Target Business/Industry Recruitment Efforts Intermediate Measures: <ul style="list-style-type: none"> • Number and Value of Non-Residential Building Permits • Net Gain in Jobs • Net Gain in Businesses • Number of high growth industry jobs created annually • Announced Capital Investment by Industry annually | <ul style="list-style-type: none"> • Assess Existing Technical and Financial business programs supportive of Small Business/Start Ups to determine most responsive programs/gaps to be addressed • Identify specific target industries to actively recruit, incentivize, and retain (i.e., Green or Biotech industries) |
| Objective: Ensure Well Trained, Qualified Community Workforce Intermediate Measures: <ul style="list-style-type: none"> • High School Graduation Rate and GED attainment • Percent of Community with a post-secondary credential • % of students graduated from Local Jobs Training Programs obtaining employment • Percent of Durham population enrolled in Adult Literacy or Basic Education classes • Percent increase of students completing training programs | <ul style="list-style-type: none"> • Increase number and type of opportunities in Durham YouthWork Internship Program – in conjunction with County, Durham Public Schools and economic development partners (Joint City-County-DPS Initiative) • Increase administration of Career Readiness Certification Tool • Assess Training Opportunities at Area Schools and DTCC based on Key Industries • Survey Major Employers in target industries to determine employment percentages of Durham residents at their companies |

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| <p>Objective: Sustain a Favorable Development Climate</p> <p>Intermediate Measures:</p> <ul style="list-style-type: none"> • Number and Value of Residential and Commercial Building Permits • Ratio of Commercial/Industrial/Residential Tax Base | <ul style="list-style-type: none"> • Develop two pilot programs and implement two regulatory changes impacting components of the Development Review Process |
| <p>Objective: Encourage Startup, Retention and Expansion of Current Businesses</p> <p>Intermediate Measures:</p> <ul style="list-style-type: none"> • Number of businesses locating into and out of Durham • Percent increase of sales tax revenue • Percent increase of tax revenue | <ul style="list-style-type: none"> • Evaluate the Effectiveness of Existing Incentive Policies and Programs (Financial, Workforce Development and Infrastructure Based) that are Focused on Business Development • Develop Communication Strategy to inform start-ups and existing businesses about resources |
| <p>Objective: Leverage Local and Regional Workforce Development Partnerships</p> <p>Intermediate Measures:</p> <ul style="list-style-type: none"> • Percent of JobLink Openings filled within current FY • Number of Job Placements Overall filled within current FY | <ul style="list-style-type: none"> • Enhance and Promote Apprenticeship and Internship Programs in conjunction with state and local partners • Employ new tracking software in Durham JobLink Career Center System that helps with matching and tracking • Expand network of places to recruit qualified, but unemployed job seekers to include university career centers and staffing agencies |