

Business Development in New Bern

Where can we be in 30 years?

Our focus group

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Our purpose

- Develop a vision for business development over the next 30 years in the general area of New Bern.
- Develop recommended action steps to help move us in the direction of the vision.

Our process

- Discuss and understand the objective.
- Identify and interview other resources.
- Brainstorm and then refine the vision.
- Develop the action plans.

Our Vision

In 30 years we are a region that has undergone balanced growth and transition. The three pillars of our economy (private, public and non-profit sectors) have provided the foundation for growth. The growth has encompassed both large and small businesses, with the recognition that the latter form the backbone of our local economy.

Vision

Our business community has expanded in the areas of aviation/aerospace and marine manufacturing, health care and private and public education. Expansion in transportation and utilities have supported existing large businesses and provide a platform for the growth of new ventures.

Vision

Opportunities for all are fostered by a strong educational environment. Recognizing the private and public sector skill sets demanded a diverse economy emphasis has been placed on vocational, technical, and undergraduate and graduate programs.

Vision

Our city has been recognized as a place where there are solid opportunities at all levels. Our community workforce is a balance of entrepreneurial, vocational, professional, and technical skills. The blend of employment and educational and professional opportunities make this a desirable place for people of ages.

Vision

As we have grown over the years we became a region, unified by our sense of community and the collaborative work of our private, public and non-profit sectors.

Recommended actions

- Develop a regional process to include City and County and private sector collaboration on planning for zoning, infrastructure and land use.
- Accommodate and facilitate downtown development while retaining our historical character.

Recommended Actions

- Market the City internally and externally
- The Chamber of Commerce and other organizations recruit/entice women and minority business owners.
- The Chamber of Commerce actively influence funding for educational and medical facilities.
- Support a progressive educational building process.