

# CHEROKEE BY CHOICE 2.0

*A Five-Year Economic Development Strategic Plan*

## EXECUTIVE SUMMARY

The development of the Cherokee By Choice 2.0 plan was led by the **Cherokee Office of Economic Development (COED)** team working with Boyette Strategic Advisors (Boyette). The process involved hours of engagement with Cherokee County leadership, and nearly 3500 online survey participants.

**3500+**

Leadership & Resident  
Participants

**6 Target Sectors**  
13 Sub-Sectors

**24 Strategies**  
Almost 70 Action-  
Steps



# Strategic Goals and Strategies

## Attractive & Connected Places

- Identify and purchase/option land
- Identify and address property and infrastructure needs
- Assess redevelopment opportunities
- Collaborate on land use planning and zoning activities
- Attract mixed-use developments
- Attract new full-service hotels
- Focus on downtown and other city development
- Focus on countywide trails development

## Educated & Talented Workers

- Develop new and support existing workforce development programs
- Develop understanding of workforce talent in target sectors
- Engage with higher education
- Support job creation
- Understand career and technical education program offerings
- Continue to support attraction and retention of young people
- Support cities and county in addressing workforce housing

## Innovative & Enterprising Business

- Focus on Corporate/Regional Headquarters
- Develop a Data Center Recruitment Strategy
- Expand focus on Film & Digital Entertainment
- Elevate and expand local incentive offerings
- Support and retain existing business
- Develop a focused plan for mixed-use/office development attraction
- Continue to support and develop the entrepreneurial ecosystem

## Vibrant & Inviting Image

- Expand internal and external communication efforts
- Implement organizational changes to support further community development



CHEROKEE | ECONOMIC  
OFFICE OF | DEVELOPMENT

