

3. ECONOMIC DEVELOPMENT ELEMENT

INTRODUCTION

The Economic Development Element of the Lewis County Comprehensive Plan is a companion to other economic development plans and programs of the Lewis County Economic Development Council (EDC). The Council is a regional organization involved in coordination of local economic analysis, planning, and business development. The *Lewis County Industrial Lands Report* produced by the EDC is updated periodically. In conjunction with the 2009-2010 South Lewis County Subarea planning process, an economic analysis of the demand for industrial, commercial/retail, and tourism-related uses was prepared. The *Comprehensive Economic Development Strategy (CEDS)* is a joint project between the EDC and the Cowlitz-Wahkiakum Council of Governments that is updated every five years, and was last updated in 2009. Both documents provide information on trends, needs, problems and opportunities, and identify strategies for implementing the goals in this Element. The Profile contains a summary of that material.

Economic Impacts

Lewis County has encountered severe economic downturn for several decades, resulting from changes in timber and agriculture, including the closing of several mills, the closure of TransAlta coal mine (one of the county's biggest employers), and the movement of major canning facilities east of the mountains. The impact of the changes has been hardest felt outside the Urban Growth Areas and in the rural areas of the County.

Growth Management Act Mandate

The GMA goals are highly interrelated with respect to economic prosperity. For example, transportation is crucial to access for goods and employees as discussed further in the Transportation Element. Specifically, two of the GMA goals direct how local comprehensive plans are to address economic development:

- (5) *Encourage economic development throughout the state that is consistent with adopted comprehensive plans, promote economic opportunity for all citizens of this state, especially for unemployed and for disadvantaged persons, promote the retention of existing businesses and recruitment of new businesses, recognize regional differences impacting economic development opportunities, and encourage growth in areas experiencing insufficient economic growth, all within the capacities of the state's natural resources, public services, and public facilities.*

- (8) *Maintain and enhance natural resource-based industries including productive timber, agricultural, and fisheries industries. Encourage the conservation of productive forest lands and productive agricultural lands, and discourage incompatible uses.*

These goals led to the following Countywide Planning Policies (CPPs) that provide specific guidance to the analysis and policies developed in this Element:

5. Economic Development. *Encourage economic development throughout Lewis County that is consistent with adopted comprehensive plans; promote economic opportunity for all citizens, especially for unemployed and for disadvantaged persons; and encourage growth in areas experiencing insufficient economic growth, all within the capacities of Lewis County's natural resources, public services and public facilities.*

- 5.0 *The development of industries should be encouraged within the cities, urban growth areas, designated Limited Areas of More Intense Rural Development (LAMIRDs), and within those unincorporated areas of Lewis County which satisfy the requirements set forth in RCW 36.70A.350, 365 .367 and 368.*
- 5.1 *Agriculture, forestry and mineral extraction shall be encouraged in rural areas. The development of resource related commercial and industrial activities shall be encouraged in appropriate areas such as designated commercial resource lands, LAMIRDs, UGAs, or next to resource related uses.*
- 5.2 *A diversified economic base should be encouraged to minimize the vulnerability of the local economy to economic fluctuations.*
- 5.3 *The County and cities should designate adequate land within the UGAs to provide for future industrial and commercial needs.*
- 5.4 *Tourism and recreation should be promoted as a strategy that protects the character of rural and urban areas, and supports economic development.*
- 5.5 *Comprehensive plans shall designate adequate land within Lewis County to provide for future industrial and commercial needs. The County and cities will work together employing innovative tools, such as subarea plans, to meet these needs*
- 5.6 *Value added industries shall be encouraged.*

- 5.7 *Recreational or tourist activities directly related to or dependent upon water bodies should be encouraged. Tourism and recreation should be promoted as a strategy that protects the character of rural and urban areas.*
- 5.8 *Lewis County shall encourage the development of new master planned industrial areas, fully contained communities and master-planned resorts to broaden the County's economic base, consistent with state law.*
- 5.9 *Lewis County should encourage commercial/industrial development along major transportation corridors and where the potential for expansion of water and sewer development exists consistent with the County Comprehensive Plan and state regulations.*
- 5.10 *The County and cities should encourage the development of alternative energy production facilities and ancillary education programs and businesses.*
- 5.11 *The County and cities should encourage efforts to expand workforce training and development to provide skilled labor for alternative energy industries and "green collar" jobs.*
- 5.12 *The location, retention, and expansion of businesses that provide family wage jobs should be supported.*

The GMA requires local comprehensive plans to contain economic development elements (RCW 36.70A.070(7)). While this requirement will not be enforced until state funding is made available, Lewis County adopts and endorses the policy and philosophy of this amendment, and has included within the Comprehensive Plan an element consistent with the following:

An economic development element establishing local goals, policies, objectives, and provisions for economic growth and vitality and a high quality of life. The element shall include: (a) A summary of the local economy such as population, employment, payroll, sectors, businesses, sales, and other information as appropriate; (b) a summary of the strengths and weaknesses of the local economy defined as the commercial and industrial sectors and supporting factors such as land use, transportation, utilities, education, work force, housing, and natural/cultural resources; and (c) an identification of policies, programs, and projects to foster economic growth and development and to address future needs. [RCW 36.70A.070 (7)]

SWOT ANALYSIS

The competitive position for the County overall regarding economic development can be expressed in terms of strengths, weaknesses, opportunities and threats (SWOT).

Strengths

- Location on Interstate 5 corridor and state and federal highways.

Lewis County's location on the I-5 Corridor is an extremely valuable asset as it provides access and visibility to the County from much of the region. This attribute is particularly important, as much of the development pressure in the Puget Sound region is expanding north, south and east along the interstate corridors. Lewis County is centrally located between Seattle and Portland. The state highways are also important as they provide access to the county from surrounding areas. US Highway 12 is one of only three Washington highways that cross the Cascades and are open year-round.

- Local airport and rail facilities.

The Chehalis-Centralia Airport is classified as a community airport by the Department of Transportation Aviation Division. Other airports at Toledo, Packwood and Morton provide additional access. The Burlington Northern Santa Fe Railroad mainline, located in the I-5 corridor, carries high levels of freight and passenger (Amtrak) rail. In addition, Tacoma Rail, a division of Tacoma Public Utilities, links Centralia, Chehalis and Morton with Thurston and Pierce Counties. The railroads provide opportunities for rail-served industrial and commercial facilities with direct access to nearby seaports and national and international destinations. Amtrak currently stops in Centralia and the Steam Train offers short recreational rides west of Chehalis.

- Competitive labor rates and stable workforce relative to urban areas of region.

The competitive wages in the County will provide opportunities for existing and new businesses in the area. Lower land prices and housing costs can also provide business cost savings.

- Availability of land and sites.

The County has a large quantity of undeveloped land in comparison with the more urbanized counties in the region. Much of that land is not currently designated for high-intensity development.

- Timely Permit Approvals for Industrial Uses.

Local governments offer strong permitting systems for industrial uses that can provide timely permit approvals for priority projects.

- Agricultural, forest and mining resources.

The County's natural resources provide economic opportunities for resource extraction and harvesting and certain types of value-added products.

- Natural resources to support recreation and tourism.

The outdoor recreation resources in the County are attractive to tourists as well as local residents and workers.

- Centralia College programs and Center for Excellence in Energy.

Centralia College provides a range of degree programs and professional technical programs. In addition, the Center for Excellence provides specialized education in energy technology.

- Availability of local power generation.

Coal, hydroelectric and natural gas power generating facilities are located in western Lewis County near Centralia and Chehalis. There are several hydroelectric projects in both central and eastern Lewis County. Natural gas is stored in Lewis County for distribution to major population centers to the north and south.

- Relatively low local taxes.

The local governments in Lewis County do not impose local business and occupation taxes.

- Regional hospitals in Centralia, Chehalis and Morton.

The regional hospitals provide medical care in both eastern and western Lewis County.

- Public Education.

School districts throughout the County provide a full range of public education.

- Regional serving retail base providing tax revenues and job opportunities.

The retail sales tax generated by the regional retail base provides financial support for public services and facilities. The retail jobs, though typically

providing lower wages, offer valuable entry-level opportunities, part-time opportunities, and work opportunities for additional household members.

- Economic development strategic planning and coordination.

The Lewis County Economic Development Council leverages the strengths of the County, cities, ports, schools, and other partners in developing programs for a wide range of economic development activities.

Weaknesses

- Shortage of high-paying jobs.

There are not a sufficient number of high-skill job positions. Average wages in Lewis County are approximately 75% of the average for the State as a whole.

- Shortage of qualified workers.

There is a shortage of workers in various specialized fields related to technology.

- Shortage of lands designated for all uses, particularly large scale industrial development.

The supply of suitably zoned industrial land is approximately 2,300 acres short of the 20 year demand based on increased emphasis on high wage industrial jobs, according to a 2005 industrial lands study. In addition, there is a shortage of development-ready sites and buildings. The desire to maintain the rural character of Lewis County is incompatible with the development of large projects in rural areas.

- Lack of physical infrastructure to support development in much of Lewis County.

Sites in rural Lewis County often lack access and utilities improvements to attract potential users.

- Shortage of jobs in total relative to resident work force.

Lewis County is a net exporter of labor as the number of jobs in the county is less than the number of workers in the workforce.

- Shortage of capital for business equity needs.

While there are some programs like the Lending Network to fund local business, private sources of capital are not as available as in larger commercial centers.

- Potential flooding of key areas, particularly along I-5 in Centralia.

Low lying areas in the Cowlitz and Chehalis basins are vulnerable to flooding, thereby rendering potential sites including many along I-5 either unbuildable or

costly to develop. Other critical areas such as wetlands, streams, aquifer recharge areas, steep slopes, and wildlife habitat areas also limit development.

- Lack of some urban cultural amenities in Lewis County.

The lack of cultural amenities in rural areas of the County makes them less attractive to certain businesses or employees. This condition is offset somewhat by the proximity of the many natural and recreation resources in those areas.

- Low educational attainment.

High school graduation rates and college-oriented student interests are lower than state rates and fail to create a resource of highly-educated workers.

- Lack of full range of housing options available.

The County currently has sufficient amounts of low- to moderate-income housing for the workforce, but housing for higher-income workers and executives is lacking.

Opportunities

- Industrial development searching south of Puget Sound population centers and north of Portland.

Traditional industries are looking for sites outside the established urban areas. Existing development in the population centers of the Puget Sound region has filled many of the suitable development sites. In many cases, no sites are available for existing business expansion, land prices are high, and transportation is congested. Sites along I-5 south of Olympia are increasingly attractive for larger businesses requiring highway access.

- Value-added resource businesses.

Engineered wood products and specialty food items provide opportunities for processing businesses tied to local resources. Further, demands for power generation will increase demand for fuels such as coal, natural gas, hydropower, and wind energy.

- Visitor-related attractions and support activities.

The visitor industry in general, and recreation-related travel shows strong growth potential as the Baby Boom generation has increasing disposable income and time. This trend creates opportunities for the development of visitor attractions and supporting facilities and services like lodging.

- Potential for large-acreage industrial sites not available in other areas.

More urbanized regions of western Washington have limited amounts of large-acreage industrial sites. Lewis County can offer more large development sites than are available elsewhere. A large portion of TransAlta Centralia Mining is designated LAMIRD-Rural Area Industrial zoning. Urban areas in south Lewis County will provide additional space for large scale development.

- Back office/administrative operations.

With increasing costs of business and improved telecommunications, many large companies are moving their back office operations like customer service and accounting to remote sites.

- Increase in region-serving retail.

Additional development along the I-5 corridor providing intensive retail shopping will attract travelers as well as consumers from surrounding counties.

- New freeway access.

Construction of a new I-5 interchange will provide better access and create locations for potential development.

- Alternative energy forms.

Other forms of energy such as wind, solar, geothermal and biomass would provide additional opportunities for economic development.

Threats

- Competition from other locations in the region.

Most other counties outside the central Puget Sound region will compete for new development on the same basis as Lewis County, particularly for smaller investments. Competition for skilled workers results in Lewis County residents commuting to jobs in other counties.

- Loss of TransAlta jobs.

The closing of the mining operations at TransAlta has resulted in the loss of many of the highest wage jobs in the County and the out-migration of high wage-earning residents.

- Shortage of public works funding.

Demands for investment in maintenance of existing infrastructure and development of new infrastructure have resulted in shortages of funding from traditional federal and state sources.

- Increasing federal and state regulation.

Increased regulation has reduced the amount of land available for development, increased the time and cost for developing sites, and increased the cost of doing business overall. Communities throughout Washington face similar challenges in this regard, but local communities are often at a disadvantage with communities in other states.

- Shortage of water rights in some areas.

The slow progress by the State in resolving water rights claims has constrained the development of enterprises requiring large volumes of water.

- Small town economic declines .

Many of Lewis County's small towns are suffering economic declines due to changes in resource industries, declining populations, and reduced revenues.

PROGRAMMATIC APPROACH

To promote economic opportunity for all citizens of Lewis County and especially for those in the rural areas of the county, Lewis County has adopted the following strategies:

1. Limited areas of more intensive rural development (LAMIRDs), and particularly the small towns, have historically supported much greater intensity of economic activity than exists today. The goal of this plan, within logical outer boundaries and within the capacity of rural public facilities, is enhance the ability of LAMIRDs and small towns to reduce unemployment and provide economic opportunity. Central to the accomplishment of this goal, LAMIRDs and small towns need the ability to provide new uses to replace the old and the ability to shift from one business to another as conditions change.
2. Rural Lewis County citizens are dependent on home occupations and isolated small businesses to a much greater degree than urban residents. This type of employment generates family income, provides rural citizens with the ability to live and work in rural areas and maintain a rural way of life, and provides job opportunities without a long-distance commute to urban areas. It is Lewis County's policy to recognize and continue reliance on small businesses in rural areas, both as a means of achieving economic development goals of the GMA and as a means for limiting the demand for additional and expensive transportation infrastructure.

3. Farming has seen significant dislocation and unemployment due to (a) the loss of production facilities and associated contracts as canning facilities in Lewis County have closed; (b) the shift in dairies from smaller to larger farms and the relocation of many of the larger herds to eastern Washington and other states; (c) the inability to secure water for many of the new agriculture activities that could grow with additional water, including poultry and nurseries; (d) the large distances between farms and production facilities and markets; and (e) the economic difficulty of shifting to new crops. These factors all contribute to a serious and potentially long-term recession/depression in the agricultural community. An essential principle of this plan is to preserve farms in rural Lewis County by making it easier for the farmer to secure loans in order to remain in agriculture. Loans can also help farmers recover significant portion of their land investments through nonfarm means, while allowing them retaining the predominant portion of the farm for agriculture and timber activities (many of the Lewis County farms are both farms and managed woodlots). Such a program is essential if Lewis County is to benefit from the economic opportunity of lands which, though previously farmed, are difficult if not impossible to farm given the current changes in agricultural economy.
4. Lewis County hosts both end-destinations for recreation activities and tourist attractions for people passing through to other destinations, such as Mt. Rainier National Park and Mt. St. Helens National Volcanic Monument. In addition, Highway 12 provides one of a relatively few east-west highways crossing the Cascade Mountains. Tourist and recreation facilities are an opportunity for rural residents to provide services to and benefit from the traveling public. Keeping these opportunities viable and consistent with rural character is another key to assisting economic development in rural Lewis County, both in terms of rural jobs generated and the opportunity for small businesses to support rural living.
5. Larger economic centers in rural areas are preserved through the designation of rural industrial centers. The comprehensive plan should specifically designate areas of existing larger rural industrial activity as rural industrial centers. Provision should be made to assure adequate services and facilities exist to serve any increase or change in existing uses while avoiding encroachment on surrounding undeveloped lands.

6. New large-scale activities in the rural areas should be reviewed through provisions for Fully Contained Communities, Major Industrial Projects, Master Planned Resorts, and industrial land banks, including the identification of both criteria and potential locations for such uses.

GOALS AND POLICIES

The SWOT analysis provides the basis for identifying goals and policies for attracting the types of economic development that would be beneficial to the County and achievable given the county's attributes.

GOAL 1

Provide positive economic climate to retain and allow expansion of existing businesses and attract new investment.

Objective A: Provide a regulatory climate that facilitates economic development.

Policy 1.1

The County will review all regulations, development-related requirements and procedures, and taxes and fees for the purpose of assuring that Lewis County is competitive.

Policy 1.2

The County will provide for certainty, consistency, and timely processing of land use permits.

Policy 1.3

The County will assist persons and businesses in understanding and working through regulations and permit processes.

Policy 1.4

The County will work with other local, state, and federal agencies to coordinate and streamline environmental review.

Policy 1.5

The County will conduct environmental review of comprehensive plans and subarea plans in sufficient detail to reduce the need for additional analysis for specific projects consistent with the plans.

Objective B: Work to strengthen partnerships with other public agencies and private organizations to pursue economic development opportunities.

Policy 1.6

The County will support increased public-private partnering among all entities involved in economic development.

Policy 1.7

The County will work with local partners to update, monitor, and pursue strategies in the *Comprehensive Economic Development Strategy*.

Objective C: Pursue funding for economic development projects.

Policy 1.8

The County will participate in obtaining grants and loans that will support expansion or establishment of businesses and industries.

GOAL 2

Increase average wage levels in the County to levels comparable with State median wages.

Objective A: Focus on sectors that provide family wage jobs and match the skills mix of the existing workforce.

Policy 2.1

The County will identify family and living wage jobs as those equal to or greater than median wage for Washington State.

Policy 2.2

The County will work with other economic development organizations to attract industries paying working family wages that require underemployed skilled workers.

Policy 2.3

The County will support the development of diversified industrial facilities throughout the county.

Policy 2.4

The County will promote increased production and availability of energy.

GOAL 3

Diversify and strengthen the economic base of Lewis County

Objective A: Identify target industry sectors for focusing high priority economic development efforts.

Policy 3.1

The County will support economic development efforts that will produce the types of jobs, industries, and businesses appropriate for Lewis County.

Policy 3.2

The County will provide incentives to businesses in targeted sectors through funding of necessary infrastructure, development regulations that recognize special needs of those sectors, and financial incentives where applicable.

Policy 3.3

The County will support marketing efforts to attract businesses in targeted sectors.

Policy 3.4

The County will engage in subarea planning to develop strategies that strengthen development and growth opportunities through consideration of UGAs, infrastructure and targeted industries.

Objective B: Promote retention and expansion of existing businesses.

Policy 3.5

The County will continue to support existing efforts for business retention and expansion.

Policy 3.6

The County will provide information and technical assistance to aid the expansion of existing businesses.

Objective C: Promote a diverse range of jobs in a variety of sectors.

Policy 3.7

The County will place a priority on attracting basic industry sectors; those that export their goods and services outside the County, thereby attracting new dollars into the community.

Policy 3.8

The County will support a full range of jobs such as those necessary to support industry as well as tourism, recreation and retailing.

Policy 3.9

The County will support small and cottage businesses in rural areas that minimally impact productive agricultural, forest, or mineral resource land.

Policy 3.10

The County will allow home occupations to be permitted anywhere in the county, provided they do not adversely impact rural character.

Policy 3.11

The County will facilitate the continued operation of resource-based industries such as agriculture, forest products, mineral extraction, and energy production activities.

Policy 3.12

The County will implement Growth Management Act provisions that facilitate industrial development of former surface coal mining land as provided in RCW 36.70A.368

GOAL 4

Develop the primary natural resources of the county in order to provide a growing and permanent economic base.

Objective A. Preserve and enhance the County's resource-based economy.

Policy 4.1

The County will encourage resource industries that add value to the natural resource base.

Policy 4.2

The County will discourage incompatible development in resource areas.

Policy 4.3

The County will use public benefits taxation and development rights purchases and transfers to protect existing natural resources from conversion to non-resource uses and ensure the long-term vitality of resource industries.

Objective B: Provide for and encourage agricultural operations and food processing industries, and marketing of agricultural products.

Policy 4.4

The County will work to ensure that sufficient agricultural land, support services, and skills are available to encourage a healthy and diversified agricultural economy, consistent with economic viability.

Policy 4.5

The County will promote the expansion of value-added food processing facilities and markets to showcase and support Lewis County agricultural products.

Policy 4.6

The County will work with the Washington State University Extension Service and local stakeholders to conserve and enhance existing agricultural efforts and support innovative farming approaches as an essential part of the local and regional economy and food and farm supply.

Policy 4.7

The County will support efforts and/or organizations seeking agricultural diversity and sustainability through marketing, promotion, agri-tourism, and specialty and niche agriculture.

Policy 4.8

The County will support efforts to increase local and regional agricultural events and exhibitions in the area.

Objective C: Provide for and encourage timber harvest and management and forest products manufacturing.

Policy 4.9

The County will maintain the commercial forestland base to assure the industry's continued vitality.

Policy 4.10

The County will promote the expansion of value-added production of forest products.

Objective D: Provide for and encourage mineral extraction and processing.

Policy 4.11

The County will support mineral-related land uses in resource areas that are compatible with the primary purpose of long-term economic resource values.

Objective E: Provide for and encourage renewable energy generation facilities.

Policy 4.12

The County will support the creation of new energy generation facilities and associated businesses that use a variety of new technologies to harness the power of renewable natural resources.

GOAL 5

Ensure that the Lewis County work force has the opportunity to be trained for present and potential employment opportunities, with special emphasis placed on increasing the employability of unemployed and underemployed persons.

Objective A: Promote K-12 and continuing education to provide qualified workforce in all sectors.

Policy 5.1

The County will encourage improvement of the region's educational network, including K-12, vocational, and higher education.

Policy 5.2

The County will encourage partnerships of education providers to coordinate class offerings, facilities and staff resources for high school degrees, remedial education, and general equivalency diploma programs.

Policy 5.3

The County will encourage continuing education, skills upgrading, mentoring and lifelong learning.

Objective B: Provide specific skills training for jobs in targeted sectors.

Policy 5.4

The County will support efforts to link employment and training activities with economic development programs.

Policy 5.5

The County will use grants and other opportunities to focus on absorbing and retraining displaced workers from declining industries.

Policy 5.6

The County will support joint ventures between the public and private sectors in training and technology partnerships with local education providers.

Policy 5.7

The County will support private and public job training programs and apprenticeships to meet the labor force needs of targeted businesses and industries.

GOAL 6

Provide adequate public services, facilities and sites to encourage, support, and complement economic growth.

Objective A: Ensure necessary infrastructure to support private investment in land and facilities.

Policy 6.1

The County will continue to work jointly with other jurisdictions, state and federal agencies and the private sector to coordinate capital facilities plans and funding strategies.

Policy 6.2

The County will recognize the importance of integrated transportation planning for adequate road, rail, air and non-motorized transportation infrastructure, and work where appropriate to support transportation access to commercial, industrial and recreational sites.

Policy 6.3

The County will work with service providers for power and communications networks and evolving technologies to support existing and future business development.

Policy 6.4

The County will invest in key infrastructure improvements that support economic development.

Policy 6.5

The County will work with State agencies regulating water rights to ensure long-term availability of water for economic development.

Objective B: Assure that adequate lands are available to support industrial and commercial development.

Policy 6.6

The County will maintain updated estimates of the 20 year demand for industrial and commercial lands and will consider 50 year forecasting needs.

Policy 6.7

The County will plan to ensure that adequate amounts of properly zoned and located lands are available to sustain economic growth.

Policy 6.8

The County will designate new sites for industrial use at locations that are accessible, served by utilities, and free of major environmental constraints.

Policy 6.9

The County will promote commercial and industrial infill development of vacant and underutilized lands within incorporated places, urban growth areas, and limited areas of more intense rural development.

Objective C: Provide necessary public services to support businesses and jobs.

Policy 6.10

Recognizing that quality of life is important to economic development, the County should support social service agencies and programs that address community needs.

Policy 6.11

The County will encourage on-farm housing for family members to ensure continuation of the family farm and farm economy in Lewis County

Policy 6.12

The County will encourage efforts of farms to generate on-farm non-farming income through the use of barns, sheds, roads, (and other such infrastructure) in addition to the use of portions of the farm for non-farm economic activity that supports the economic value of the farm.

GOAL 7

Develop the recreational and tourism potential of the area.

Objective A: Encourage and support efforts to attract tourists.

Policy 7.1

The County will encourage cultural, recreational and social activities emphasizing natural attractions, historic places, and activities unique to this area.

Policy 7.2

The County will encourage business-related visitor activity, particularly business travelers and business events that attract visitors.

Policy 7.3

The County will coordinate with local and regional destination marketing organizations to prepare an updated comprehensive tourism plan.

Policy 7.4

The County will encourage Master Planned Resorts that meet established criteria.

Policy 7.5

The County will encourage the use, expansion of, and improvements to county, state and national parks.

Policy 7.6

The County will support efforts to construct a regional multi-use trail system.

Objective B: Provide infrastructure to support visitor activities and attractions.

Policy 7.7

The County will work with the State Department of Transportation and affected communities to designate and enhance scenic highways and routes.

Policy 7.8

The County will support development of facilities and attractions that serve tourists.

Policy 7.9

The County will invest its lodging tax collections in facilities and programs that maximize tourist activity and spending.

Policy 7.10

The County will support signage, maps, and other means of identifying areas and features of interest.

Objective C: Promote and market visitor activities and attractions.

Policy 7.11

The County will support public/private efforts to identify strategies and programs that will support and promote tourism.

Policy 7.12

The County will provide and publicize access to natural features and amenities that are tourism attractions.