

The Oxford-Lafayette Economic Development Foundation (EDF) engaged Boyette Strategic Advisors to develop **Oxford-Lafayette 2030**, an economic development strategic plan to guide its efforts over the next five years. The development of the plan included input from over **1,200 key stakeholders and survey participants**, and review of other quantitative and qualitative data and research.

Below are the **four identified Target Sectors** for the EDF. Boyette believes the EDF should concentrate its efforts on these sectors, noting that while these are not the only areas in which Oxford-Lafayette County will have success, these should be the top sectors of focus at this time.

Business &
Financial Services



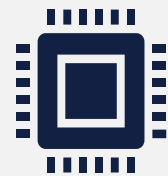
Entrepreneurs &
Innovators



Pharma/
Medical Devices



Research &
Development



Oxford-Lafayette 2030 is focused on **six Strategic Goals** and related strategies. Successful implementation will require working with partners including the City, County, University, regional partners and others.

Strategic Goals

GOAL 1	GOAL 2	GOAL 3	GOAL 4	GOAL 5	GOAL 6
Create a New Dynamic Brand and Collaboration Strategy	Become the MidSouth's Epicenter for Entrepreneurs & Innovators	Address Site and Infrastructure Challenges	Become a Hub for High-Tech Manufacturing and R&D	Become an Even More Livable Place	Build Upon the Creative Economy
STRATEGIES	STRATEGIES	STRATEGIES	STRATEGIES	STRATEGIES	STRATEGIES
- Rebrand existing economic development efforts - Enhance organizational capacity - Define and leverage partnerships and other activity for successful plan implementation	- Create entrepreneurial support ecosystem - Align educational programs with entrepreneurial focus - Create incubator or accelerator facilities to support entrepreneurial development - Promote entrepreneurial focus	- Pursue product for future development - Understand and address overall infrastructure challenges	- Leverage activity at the University of Mississippi - Capitalize on partnerships with MDA and TVA - Address potential competitiveness challenges	- Embrace and expand healthcare sector and other existing business - Create more attainable or workforce housing - Expand childcare options - Pursue new mixed-use developments - Support development of recreational and other amenities	- Embrace the arts - Further develop the music scene - Support culinary development