

Rachel Taylor, Economic Development Specialist with the City of Asheville is present at all WABA Board Meetings as our business liaison with city government. She gives us important information about city plans and decisions. Her main roles are to manage the city Incentive Budget to attract and maintain businesses in the area and provide support to local business associations. She is also doing special projects with the Business Inclusion office working with businesses owned by women and people of color to help them get certified to do procurement contracting with the city and other entities.

Rachel grew up going on family camping trips in WNC with her grandfather and then she pursued her education at UNCA and WCU. She is excited to be living and working in Asheville and looks forward to collaborating with WABA to create a Business District “Plan on a Page to (help West Asheville businesses) create a shared vision for growth, identify the strengths and needs of our community, and solidify neighborhood organization.” She is also interested in working to create a business retention and expansion program to connect businesses with resources to help them maintain and grow.