

2011 Strategic Plan Focus Goals 1 and 3

GOAL 1 - Attract New Business and Industry that Capitalizes on Distinct Advantages and Strengths of DeKalb County

Objective 1.1- Prepare Marketing Plan Promoting Assets and Opportunities.

- Identify and promote attributes that distinguish DeKalb County within the Chicago world trade node.
- Identify, evaluate and select the most effective channels and mediums to market DeKalb County to site selectors, investors and decision-makers.
- Incorporate DeKalb County labor market information (Objective 3.3) into business attraction activities to attract firms that can benefit from the skills and occupations of county residents.
- Identify and promote NIU research specialties and academic strengths to attract businesses and professionals.
- Prepare Targeted Industry Analysis to identify and focus on the most productive business sectors.
 - Identify high growth/emerging industrial sectors and their site location criteria.
 - Compare high growth sectors with DeKalb County Location Quotient results to identify opportunities and select targeted industries.

Outcomes: Increased Inquiries Resulting from Greater Awareness of Advantages and Attributes
Recruiting Success Resulting from Targeted Attraction and Interaction with Site Selectors

Objective 1.2 - Execute Economic Development Marketing Plan

- Promote DeKalb County to site selectors through participation in business and industrial real estate trade organizations including MEGA, I-39 Logistics Corridor Association, Industrial Asset Management Council, CoreNet Global and Association of Industrial Real Estate (AIRE).
- Promote the development of a Technology Business Park with amenities and infrastructure (i.e. heavy power, fiber optic capacity, infrastructure and utilities) to support research and development and advanced manufacturing.
- Identify and participate in target industry trade associations, conferences and trade shows where possible.
- Develop and execute systematic and ongoing electronic prospect and site selector marketing and communication capabilities (e-marketing).
- Continue public relations program to promote success stories and development opportunities.

- Continue to enhance DCEDC website to provide easily accessible information on assets and distinct advantages afforded to targeted industries and thriving industry clusters.
 - Update and maintain target industry profile PDF files.
 - Maintain and enhance inventories of availability sites and buildings.
- Continue to maintain economic profile database of required information to fulfill prospect and site selector inquiries.

Outcomes: Increased commercial property tax base
 Job creation
 Attraction of anchor to Technology Park/DeKalb Business Center
 Updated Target Industry Profiles
 Updated Economic Profile

Objective 1.3 - Assist DeKalb County communities in marketing their assets and opportunities.

- Assist member communities and developers in preparing and executing marketing strategies for available sites and buildings.
- Promote development opportunities in member communities through DCEDC Web Site and electronic (email) marketing.
- Engage DeKalb County communities in public relations program. Assist communities in developing messages and distributing press releases to media on a regular basis.
- Assist communities in organizing cooperative participation in trade shows.

Outcomes: Press releases, interviews and article placements
 Increased exposure for individual communities as well as county
 Increased inquiries by firms in DeKalb County communities
 Increased building occupancy and commercial/industrial construction

Objective 1.4 - Assist Firms by Identifying and Communicating Import/Export Resources.

- Research and understand global trade, the Metropolitan Chicago node and DeKalb County's international trade functions within the region.
 - Inventory local companies to identify foreign ownership, foreign markets served, potential new markets and existing or potential global alliances.
 - Identify global trade assets and international business resources available at Northern Illinois University, Kishwaukee College and throughout the region.
 - Inventory and establish relationships with international trade and business development organizations.
- Identify international business training and marketing resources and communicate their availability to county businesses.
 - Promote import/export training resources for business.
 - Identify and sponsor/co-sponsor international trade development missions.
 - Host/co-sponsor Global Trade Conference/Workshop.

Outcomes: Identification of successful global trade development practices
 Increased international business relationships with local industries
 Increased exports/imports by DeKalb County companies
 Attraction of foreign/domestic firms engaged in or supporting global trade

GOAL 3 – Provide Leadership and Support for Workforce Development Initiatives

Objective 3.1 – Identify Needed Occupations, Workplace Skills and Competencies.

- Compile information on workforce requirements from local industry from business retention visits.
- Incorporate skills and occupation needs into DCEDC Wage and Benefits Survey.

Outcomes: Current local information about specific workforce requirements

Objective 3.2 – *Communicate Workforce Requirements to Educational Institutions and Training Providers.*

- Prepare reports documenting workforce requirements.
- Convene meetings/forums as needed to enable business, educators and training providers to identify and address workforce needs.

Outcomes: Increased number of applicants for local employment openings
Increased productivity and reduced industry recruiting/training costs
Increased understanding of career opportunities and education requirements.

Objective 3.3 – *Promote Labor Market Skills and Occupations*

- Promote the occupations and skills of the DeKalb County labor market to serve as a resource for local business recruiting and business attraction.
- Refine, focus or adjust Targeted Industry Analysis and targeted marketing as needed based on labor resources.

Outcomes: Increased number of DeKalb County residents working within the county

Objective 3.4 – *Strengthen Relationships between Business, Education and Training Providers to facilitate collaboration, internships and recruiting.*

- Work through River Valley WIB Board to ensure appropriate programming and equitable funding for DeKalb County industry training needs.
- Facilitate business use of NIU and Kishwaukee College internship and recruiting resources.
- Encourage business participation in Kishwaukee Educational Consortium (KEC) and Indian Valley Vocational Center (IVVC) and Kishwaukee Education to Careers Partnership (KETCP).

Outcomes: More qualified applicants for available positions
Improved performance by trained personnel
Increase number of interns and students placed in County firms

Objective 3.5 – *Promote business efforts to inspire and assist youth, including at risk groups.*

- Promote participation in programs like KEYS, Kishwaukee Education Consortium and Junior Achievement to encourage careers, entrepreneurship, creativity and to provide role models to future work force.

Outcomes: More qualified applicants for available positions
Improved performance by trained personnel
Increase number of interns and students placed in County firms