

DCEDC Strategic Plan 2010

Goal One: Attract New Business and Industry and Capitalize on Distinct Advantages and Strengths of DeKalb County

- Prepare global business development plan
- Prepare marketing plan promoting assets and opportunities
- Execute global development marketing program
- Assist DeKalb County communities with marketing and promotion

Goal Two: Retain and Expand Existing Industry

- Implement systematic business retention program
- Support industrial clusters through committees
- Promote networking and business development

Goal Three: Provide Leadership and Support for Workforce Development Initiatives

- Identify needed workplace skills and occupations
- Communicate current and future requirements to educational institutions and training providers
- Survey labor market skills and occupations
- Strengthen relationships between business and education
- Promote efforts to inspire and assist youth

Goal Four: Enhance and Promote DeKalb County Business Climate to Support Expansion and Encourage New Business Formation

- Engage business and government in collaboration with Northern Illinois University
- Promote and support entrepreneurship
- Promote establishment of a business incubator
- Promote emerging business opportunities including technology, alternative energy and green business development
- Assist in business park development
- Capitalize on incentives to support business development

Goal Five: Strengthen the DCEDC Public/Private Partnership to Enhance Economic Growth and Diversification

Align DCEDC operation with Strategic Plan

Assure sufficient funding

Provide leadership

Conduct events to advance Strategic Plan

Define and promote the benefits of economic and community development