

STRATEGIC PLAN 2009-2013 IMPLEMENTATION SCHEDULE

Year	Strategic Priority	Activity Goals	Outcomes
2009	Business Retention and Expansion	<ul style="list-style-type: none"> -Visit 60 companies -Save companies in danger of relocating/closing -Facilitate expansions -Prepare reports identifying issues, trends and opportunities 	<ul style="list-style-type: none"> -Useful actionable recommendations to support business retention and growth -Maintain industrialized equalized assessed valuation (EAV) at \$91,112,661 -Maintain industrial EAV at 4.14% of total EAV (\$2,199,796,501) -Maintain commercial/industrial EAV at 21.80% (\$479,503,696) of total EAV
2010	Business Climate: Technology Commercialization, Entrepreneurship, Infrastructure and Incentives	<ul style="list-style-type: none"> -Business incubator -Business development resource kit -Business plan competition -Patenting assistance foundation -Innovation/Entrepreneurship Center 	<ul style="list-style-type: none"> -New business starts -New Patents -Business/university joint ventures -New technology/business parks -Attraction of talented creative professionals
2011	International Business Development	<ul style="list-style-type: none"> -Identify international business development resources -Inventory international business resources and relationships -Foreign trade development mission 	<ul style="list-style-type: none"> -Increased international business revenue -Increase exports /imports -Attraction of foreign direct investment -Existing business expansions -Attraction domestic international trade
2012	Workforce Development and Labor Market Inventory (Quantify Valuable Skills and Occupations of New Residents)	<ul style="list-style-type: none"> -Survey needed skills/occupations -Align education/training with needs -ID labor market skills/occupations 	<ul style="list-style-type: none"> -Increased local employment -Increased productivity/reduce training costs -Increased incomes -Attraction of business to new labor market
2013	Business Cluster Analysis, Target Industry Analysis and Target Marketing	<ul style="list-style-type: none"> -Target industry marketing strategy -Publish target industry profiles 	<ul style="list-style-type: none"> -Increased business attraction in target clusters/growth industries -More productive efficient marketing

Ongoing Core Responsibilities

- Marketing/Public Relations, Business Attraction and Economic Development Services to Municipalities
- Public/Private Leadership; Business Advocacy, Education & Networking; and Fundraising