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DCEDC Strategic Plan 2011

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

- ♦ Prepare marketing plan promoting assets and opportunities
- ♦ Execute economic development marketing program
- ♦ Assist DeKalb County communities with marketing and promotion
- ♦ Promote import/export resources to businesses

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 workforce requirements to educational institutions and training providers
- ♦ Promote labor market skills and occupations
- ♦ Strengthen relationships between business, education and training providers
- ♦ 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 operations with Strategic Plan
- ♦ Assure sufficient funding
- ♦ Provide leadership
- ♦ Conduct events to advance Strategic Plan
- ♦ Define and promote the benefits of economic and community development