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**FOR IMMEDIATE RELEASE**

**From:** Linda Heinisch, DeKalb County EDC, 815/895-2711

**RE:** DCEDC Strategic Plan Completed

Twenty focus group sessions with over 100 participants, a forty person Board retreat led by Dr. Bob Gleeson of NIU's Center for Governmental Studies, and several drafts later DCEDC has an approved Strategic Plan which is designed to guide the organization's efforts over the next five years.

DCEDC has a successful track record of over \$1 billion of commercial and industrial development completed that resulted in 20,000 new jobs and \$354 million of new assessed valuation during the past 21 years. Still, times are changing and "We needed to insure that DCEDC was on target to meet today's most pressing needs" said Paul Borek, DCEDC Executive Director.

The plan identifies five key goals, specific objectives and strategies for accomplishing the work as well as desired outcomes. Borek advised "Our goal is to assist businesses and communities during the recession and to best position the County for recovery over the next five years".

In 2009 the DCEDC Staff and Board's strategic priority will be Business Retention and Expansion. Actions anticipated include visits to local companies; assistance with expansions; working to save companies in danger of relocation or closure; and collecting data and preparing reports that will identify issues, trends and opportunities.

In future years the plan will focus on: Enhancing the county business climate to support business growth and new business formation; Attracting new business and industry; Leading and supporting work force development initiatives and; Strengthening the DCEDC public/private partnership.

The DCEDC website, [www.dcedc.org](http://www.dcedc.org) has a link to the full Strategic Plan. Additionally Borek will report progress on the website from time to time. As he notes "This is a fluid plan – one we fully expect to evolve further over time – and we welcome the input of community members as their participation will help make us more effective".