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## Press Release

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## Taking the Next Step: Strategic Planning for DCEDC

For DeKalb County Economic Development Corporation (DCEDC) the next step in the progression of the 21 year old organization is **strategic planning**. DCEDC plans to identify what the future DeKalb County economy should look like and focus on the most productive activities to secure that future. Ultimately the DCEDC Strategic Plan will update the organization's goals and objectives, define priorities and schedule activities going forward.

Paul Borek, Executive Director of DCEDC, noted "We must review where we stand in terms of business development and economic activity, so we can identify and execute strategic initiatives to grow and diversify our economy."

The process will involve gathering information from public and private stakeholders in focus groups that will be held throughout the County. This input will help DCEDC craft a plan of action that will be most effective and productive. In addition feedback will be gathered through electronic questionnaires that will be posted on the DCEDC website.

Once gathered, the DCEDC Board will stage a planning session to review economic data, complete a SWOT (strengths, weaknesses, opportunities and threats) analysis and consider stakeholder input. Following this review, the Executive Committee will create the Strategic Plan. It's expected that the process will take much of 2008 to complete.

Updates will be available on the DCEDC website in the NEWS section as the process moves forward at [www.dcedc.org](http://www.dcedc.org).