



AREA BUSINESS DEVELOPMENT WORKPLAN 2010

Mission: The Mission of the Eau Claire Area Economic Development Corporation is to facilitate the growth of quality job opportunities in the Eau Claire area.

Objective: Research, assess, develop and implement strategies and marketing tools that will strengthen the existing and emerging talent pools.

Measurements:

- Local business retention calls (annual)--**60 face to face/25 electronic survey**
- State and federal government money leveraged to expand local firms **\$1,000,000**
- **Referrals of Projects (with potential projects) 10**
- EDC web site visits — **12,000 annually**
- Views of Idea Pathway videos --**350 (continue to create new videos)**
- Idea Challenge submissions-- **75 per year** - Create 1 company per year
- 250 technologies on SMARTT Network – 10 Licensing Inquiries
- 1 Licensed Technology
- 25 business deals listed on SMARTT Marketplace section

Process:

Respond to local business assistance inquiries within two working days of contact

2010 Plan of Action

Time	Project	Project Purpose	Staffing Plan	Budget	Comm. Lead
On-going	Networking for Innovator-types & Exporters	>Facilitate business connections for local entrepreneurs and businesses with R&D needs	EDC Staff, Committee	\$2,000	Joe Mirr
Feb - Nov	Business Retention Program	> Increase contact list of businesses > Recruit volunteers > Measurement reports > Annual report - trends	EDC Staff, City of EC Staff; Committee	\$500	Dagmar Beckel
April - Dec	Paragon Award	> Increase awareness of award to increase nominations through marketing development >Manage implementation of the award process	EDC Staff, Committee	\$500	Colleen Weber
Ongoing	Idea Pathway & Videos	> Update videos/info as needed > Review & monitor use of web site > Review effectiveness of marketing > Monitor survey results	EDC Staff and Committee	\$1,000	TBD
Ongoing	Idea Challenge	>Increase number of applications > Review qualified applications > Utilize CRM software to track/ maintain relationships with applicants > Follow up strategies/processes	EDC Staff, Committee and Partners	\$5,000	TBD
Feb- Nov.	CYOB	>NEED GUIDANCE FROM BOD	EDC Staff, Committee, Business Plan Review Committee	\$5,000	Colleen Weber
Ongoing	SMARTT	➤ Monitor and refer businesses to marketplace ➤ > SMARTT Network technologies	EDC Staff & Committee	-	TBD