



## Business Recruitment

**Mission:** Facilitate the growth of quality job opportunities.

**Objective:** Develop and implement marketing strategies to attract new business & industry.

### Measurements:

- Contacts: 1,500 contacts (includes direct mail, tradeshows, referrals)
- Leads: 25 different entities (requested information on sites/buildings)
- Face-to-Face Contacts: 25 site/building meetings in their market
- Prospects: 10 companies conduct site visits in 2010
- Create 50 jobs (3 yr projection) from projects locating in the area (tied to marketing & relationship efforts)
- Generate new business private sector investment for service area of \$4,000,000

### BASED ON Momentum West - \$100,000 Grant from Commerce

2010 Draft	Generated Leads	Organized By:
<i>Events</i>		
Trade Show - Medical Device –West	Regional	Momentum
Site Selector Lunch – Minneapolis	Regional	Momentum
Medical Device – Minneapolis	Regional	Momentum
Call Trip – Chicago	Regional	Momentum
Call Trips – MN	Regional	Momentum
<i>Direct Marketing Campaigns</i>		
Minneapolis/Chicago - Geographic Region	Local	ECA-EDC
Target Industry – Computer/Electronics	Local	ECA-EDC
NanoRite – Campaigns to fill space	Local	ECA-EDC
Target Industry – Early Stage Biz/Tech.	Local	ECA-EDC
<i>Vacant Buildings Campaigns</i>		
Vacant Building - Direct Mail	Local	ECA-EDC
<i>Other Marketing Strategies</i>		
Site Selector Lunches - Chicago	Local	ECA-EDC

### Audiences:

- Business owners/business decision makers in selected target markets
- Target industries sectors – Cluster based or special use building being available
- Site Selectors with locations in Twin Cities, Milwaukee & Chicago
- Companies/seeking to enter or doing business in the Twin Cities market
- Industries sectors and technologies that have the potential to use assets of **AREA**