



## Business Recruitment 2011 - Workplan

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

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

### Measurements:

- Contacts: 3,000 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 2011
- Create 100 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

### 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
- Industries sectors and technologies that have the potential to use **assets of region**

### Momentum West - Campaigns need to be confirmed

Time	Project	Project Purpose	Staffing Plan	Budget
Jan	<b>Marketing Review &amp; 2011 Implementation</b>	Voltedge Review of Efforts & Prepare early 2011 campaigns	EDC	\$10 k (2010)
Jan	IEDC – CA Biz Execs.	Relationship Development – WI Ties EDC List	EDC	\$800
Jan/Feb	Computer/Electronics – 3M	Target Industry Campaign Momentum List	EDC, Committee	\$4,000
March	Vacant Buildings	Site Selectors – By Industry Sector	EDC, Committee	\$4,000
April - Dec	Aerial photos/Gateway Park Marketing Campaign	Campaigns for increasing awareness of Gateway	EDC, Gateway Board	\$25,000
Spring	Call Trip - Chicago	<b>Business Recruitment Events</b>	<b>Momentum</b> – EDC	\$500
May & Oct	Call Trips – MN	<b>Business Recruitment Events</b>	<b>Momentum</b>	\$500
Ongoing	Early Stage Biz/Tech.	Target Industry Campaign	EDC, Committee	\$4,000
Ongoing	Web Site - Navigation	Based on review by Voltedge	EDC	\$3,000
Jun- Oct	Site Selector Lunches	Relationship Marketing	EDC staff	\$1,000
Fall	Vacant / Industry Sector	Committee to determine – April	EDC, Com, Gateway	Gateway Tie

