



**FUNDING AND INVESTOR RECRUITMENT
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, develop and implement strategies that will provide funding solutions to sustain current and emerging economic development services.

Measurements:

- Maintain private sector investment minimum to \$90,000 in 2010
- Increase private sector investors from 115 to 125
- Increase Sponsorship revenues to \$11,000 (\$9,700 to date in 2009)
- Visit a benchmark community to identify opportunities for corporate improvements
- Create a Long-term funding strategy

2010 Plan of Action

Time	Project	Project Purpose	Staffing Plan	Budget
On-going	Review of Services	>Identify current services that can become "Fee for Service"	EDC Staff, Committee	
On-going	Recruitment strategies	>Increase private investor funding >Finalize Investor materials and recruitment process >Identify if more committee members are needed for recruitment process	EDC Staff, Committee	\$300 for EDC sales kits, Investor "drives" and marketing
2010	Benchmark Community Visits	> Identify 2-3 communities and visit one community per year as model communities. Coordinate visits of pre-determined groups from EC.	EDC Staff, Committee	\$2,000 for EDC staff travel, marketing and reporting
On-going	Identify Sponsorship and other non-dues related revenue opportunities	>Identify sponsorship opportunities within the EDC. >Identify pricing structure for advertising available with new website. >Identify and direct SMARTT revenues	EDC Staff and Committee	
2010 By June	ED Funding Model	> Create a Strategic Financing Plan that assures continuous, self-sustained, ED activities for the next 20 years including ideal levels of professional staffing, creative ED programs and optimal funding levels for the programs.	EDC Staff, Committee and Clear Vision Committee	