



**FUNDING AND INVESTOR RECRUITMENT  
WORKPLAN 2011**

**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:**  
 Private sector investment minimum of \$95,000 in 2011 (\$93,984 in 2010)  
 Increase private sector investors from 119 to 125  
 Maintain Sponsorship revenues at \$11,000  
 Visit a benchmark community  
 Create a Long-term funding strategy for the corporation

**2011 Plan of Action**

<b>Time</b>	<b>Project</b>	<b>Project Purpose</b>	<b>Staffing Plan</b>	<b>Budget</b>
On-going	Review of Services For out of county businesses	>Create fee structure for out of county business that utilize EDC services	EDC Staff, Committee	
On-going	Recruitment strategies	>Increase private investor funding >Increase number of private investors >Finalize Investor materials and recruitment process >Identify if more committee members are needed for recruitment process	EDC Staff, Committee	\$?? for EDC sales kits, Investor "drives" and marketing
2011	Innovation Foundation – Benchmark Community	> Identify 2-3 communities and visit one community per year as model community. Coordinate visits of pre-determined groups from the region.	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 website. >Identify and direct SMARTT revenues	EDC Staff and Committee	
2011	ED Funding Model	> Create a Strategic Financing Plan that assures continuous, self-sustained, ED activities for the next 10 years including ideal levels of professional staffing, creative ED programs and optimal funding levels for the programs.	EDC Staff, Committee and Clear Vision Committee	
2011	Foundation Funding/Contract for staffing services by EDC	> Create a fee structure for Innovation Foundation services provided by EDC staff.	EDC Staff, Committee	