



AREA BUSINESS DEVELOPMENT 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, assess, develop and implement strategies and marketing tools that will strengthen the existing and emerging talent pools.

Measurements:

- Local business retention calls (annual)--**45 face to face/10 electronic survey**
- State and federal government money leveraged to expand local firms **\$1,000,000**
- **Referrals of Projects to City of Eau Claire (with potential projects) 10**
- EDC web site visits — **12,000 annually**
- Views of Idea Pathway videos --**350 (create new videos)**
- New Idea Challenge submissions-- **75 per year** - Create 1 company per year

Process:

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

2011 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	\$500	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	0	
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 > Review & monitor layout of Pathway on EDC website.	EDC Staff and Committee	\$1000	
Ongoing	New Idea Challenge/ CYOB contest	>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	\$9500 Mrktg \$10,500 Prize \$	
March – July	Economic Profiles	>Review materials for each Economic Profile developed	Staff and Committee	\$550	