



# 20/20 Vision

3 YEAR STRATEGIC PLAN



## CURRENT INITIATIVES

# Making an impact

*The Eau Claire Area Economic Development Corporation has a consistent record of cultivating positive economic strategies, advocating for local businesses, and promoting innovation within our region.*



### **BUSINESS RECRUITMENT**

The Eau Claire Area EDC has developed and implemented marketing strategies to attract new business and industry into the area. Strategies which include hosting events, highlighting unique projects in our business community, and trade show outreach within supported career clusters.

### **BUSINESS GROWTH STRATEGIES**

Business growth calls are used to improve communication and facilitate improvements to local businesses.

### **START-UP DEVELOPMENT**

The Eau Claire area is emerging as a booming place for entrepreneurs and other start-up businesses. The EDC has assisted and guided these innovative thinkers to help bring their idea to market. In addition to traditional efforts, the EDC coordinates many entrepreneurial services and activities to showcase unique talent, ideas and businesses. The Idea Challenge, Start Up Eau Claire, and Start Up 48 are some of the prominent entrepreneurial activities facilitated, in part, by the Eau Claire Area EDC.

## 2018-2019 ACCOMPLISHMENTS

- 3 Successful projects, in Gateway, resulting in \$5.5 million dollars of building evaluation
- 111 entrepreneurs assisted through EDC hosted initiatives & events
- 3 Idea Challenge products launched into the marketplace, another 14 entrepreneurs actively working on launching into the local marketplace
- 92 Business Retention calls on businesses located in Altoona, Augusta, Eau Claire, Fairchild, and Fall Creek
- 6 site visits from businesses looking to expand or relocate in Eau Claire
- \$12 million projected in private investment & public sector funds secured for local businesses

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*EDC Mission:  
Advancing economic  
prosperity through  
business & job  
growth.*

## STRATEGIC GOALS

# Empowering our business community

*The 20/20 Vision for the Eau Claire Area EDC reflects the determination of the Board to strengthen the local economy by connecting & collaborating with established businesses along side with new & innovative business ventures.*



## BUSINESS GROWTH

### SHOWCASE PROPERTIES

Develop a comprehensive map of all available industrial, commercial, and large undeveloped residential properties in the county.

### COMMUNICATION

Increase Business Growth Calls to foster and assist in growing our local economy. Collaborate on expanding broadband services to more rural parts of the County & become a Telecommunication Forward County.

### CONNECTOR

Grow community and business relationships and be the connector in Eau Claire County.

### ECONOMIC RECOGNITION

Present Paragon Economic Impact Award, sponsored by Royal Credit Union.

### LEADERSHIP PARTNERSHIP

Launch CEO Leadership Council to establish economic needs and trends. Open private sector engagement to solve high-level problems within the community.

### REGIONAL COLLABORATION

Solidify a team approach for regional economic development to be focused on growing the Chippewa Valley. Encourage collaboration within local communities within public and private businesses.

## CRITICAL TALENT

- Promote interaction between business and higher-education faculty, several times each year
- Collaborate & merge our critical talent committee with EC Chamber's Workforce committee
- Initiate a partnership for Workforce Demand Survey
- Partner with the EC Chamber on Xello/Inspire Connections

## EMPOWERING NEW IDEAS

New businesses to the Eau Claire area keep the business culture vibrant and competitive. Original business ideas need cultivation from business leaders and community.

- Develop entrepreneurial opportunities with UWEC Science & Health Sciences Department
- Engage at entrepreneurial meetings and connect skills
- Invite membership to the board and committees
- Continues to coordinate The Idea Challenge competition
- Continue to facilitate StartUp 48 weekend & Start Up Eau Claire activities
- Re-organize StartUp 48 event as a 501 (c)(3)
- Organizer for local 1 Million Cups

## BUSINESS RECRUITMENT

The Eau Claire Area Economic Development Corporation will constantly continue to recruit new/relocating businesses, throughout the US and internationally, to the Eau Claire region.



Eau Claire Co



**Jerry Bauer**  
Board President  
2018-19



**Monica Obrycki,**  
Board President  
2020

Your investment  
makes an impact.

**3 YEAR STRATEGIC PLAN**

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