



Strategic Plan

2023-2026



Strategic Goals

The Strategic Plan for the Eau Claire Area Economic Development Corporation reflects the determination of the Board of Directors to strengthen and diversify the local economy through four pillars of growth.

2023-2026

Business Retention & Expansion

- **Land/Business Park Development** - Manage the process of land and business park development to better serve expanding businesses



Fill existing industrial park vacancies and develop the strategy for future business park developments.

- **Tailored Community Development Plans** - Identify target communities and solutions for unique wants and needs



Annually communicate with all parts of Eau Claire County to determine highest development needs.

- **City & Rural Alignment** - Facilitate a larger regional conversation about how the business footprint will develop and grow throughout the entire County



Assist with aligning municipality needs and community needs when planning for future development.

Placemaking

- **Regional Brand Activation** - Educate workforce prospects about the advantages of living and working in Eau Claire County



Publish digital content highlighting enticing regional characteristics.

- **Community Collaboration** - Promote interaction with city and rural communities to show the many different experiences that can be found locally



Routinely communicate with partners to ensure we highlight the appropriate features and create strategies for future developments.

- **Unique Experiences** - Assist with developing unforgettable experiences
- Coordinate and execute events and programs that assist with making Eau Claire County unique for current and future workforce.



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Entrepreneurship

- **Business Diversity** - Assist with the launching of new startups to create diverse employment options for the community



Actively recruit and cultivate diverse businesses to start and grow in Eau Claire County.

- **Entrepreneurship Connector** - Engage with local entrepreneurs on many levels of development, to connect, educate and encourage startup development



Coordinate and execute events and programs that aligns with connection goals.

Business Recruitment

- **Unified Approach to Marketing the Region** - Develop a comprehensive marketing message and first stop for relocation prospects



Publish digital content highlighting regional competitive advantage.

- **Focused Recruitment Sectors** - Solidify a targeted recruitment strategy with input from stakeholders and municipalities



Together with partners and stakeholders; create a recruitment strategy for suitable business sectors.

