

# NAVIGATING

A NEW DIRECTION



ECONOMIC DEVELOPMENT COUNCIL  
OF THE BLOOMINGTON-NORMAL AREA

*Investing in McLean County*

# Strategic Plan 2010

## NAVIGATING A NEW DIRECTION



### BUSINESS ASSISTANCE RETENTION & EXPANSION

The greatest and most productive growth in jobs in our economy can come from the existing business in our community. Bloomington-Normal and McLean County have a large number of businesses that could grow and prosper, adding jobs and growing the economy. The EDC has access to programs and groups that may be able to assist these companies.

*Goal 1 - Communicate our interest, ability and capacity to assist local businesses to grow and add jobs and capital investment*

*Goal 2 - Be a primary source of marketplace information*

*Goal 3 - Match local business needs with available resources*

*Goal 4 - Lead the development of the small business development infrastructure*



### NEW BUSINESS RECRUITMENT & DEVELOPMENT

The Bloomington-Normal area is an ideal place to invest in and locate a business or some other commercial enterprise. The EDC will be the lead agency promoting and marketing the agency to the outside world.

*Goal 1 - Aggressively market the region*

*Goal 2 - Identify target markets and business sectors*

*Goal 3 - Develop an intelligence network*

*Goal 4 - Develop a technology infrastructure plan*

*Goal 5 - Coordinate projects*



### COMMUNITY IMPROVEMENT

The EDC can be a catalyst, leader and coordinator of projects or initiatives that improve and move the goals of the greater community forward. The EDC will play a major role in these activities.

*Goal 1 - Develop a political action agenda*

*Goal 2 - Develop "One Voice" initiative*

*Goal 3 - Advocate for projects*



### PROGRAM OVERSIGHT & INVESTOR RELATIONS

Administration and development of the capabilities of the organization are key to its success. The EDC administration and staff will work and develop professional practices that equal or exceed our peers. Continued success of our organization means the economy is developing and the community is prospering. In turn, the organization can only move forward with investment by local business and government.

*Goal 1 - Provide the highest level of professional communication to investors*

*Goal 2 - Consistently review program goals*

*Goal 3 - Raise the necessary funding required for programming*



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