



## 2015 Plan of Work

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**Function:** To lead the promotion of economic development of Delta County through the retention, expansion, and attraction of business and industry.

### 1. Connect with area businesses and prospects.

- Serve as primary and initial contact in Delta County for economic development. Respond to inquiries promptly and professionally.
- Actively assist new business incubation along with retention and expansion of business and industry. Provide relevant information about Delta County, available sites, financial resources, etc. Arrange meetings, tours, and site visits as appropriate. Make referrals to SBDC, Michigan Works!, PTAC, MEDC, DDA's, EDC's and other partners.
- Make weekly site visits to Delta County businesses to assess business needs and opportunities for growth. Focus on industry, large employers, and start-ups. Team up with local officials, Michigan Works!, MEDC, etc. Keep records of visits and compile information in an appropriate database.

### 2. Inventory of assets and resources.

- Publish up-to-date Delta County statistics for prospects and inquiries: demographics, utilities, tax structures, wages, etc.
- Publish an inventory of community assets and infrastructure.
- Publish an inventory of financing options and incentives available for start-ups and existing businesses.
- Compile an informational packet of resources for start-up businesses.
- Compile an inventory of available commercial properties.

### 3. Marketing, promotion, and public relations.

- Create a marketing plan for Delta County, focused on business expansion and attraction including but not limited to:
  - Continual Website maintenance, update and linkage
  - Social media outreach (Facebook, Blogs, Linked in, etc.)
  - Take advantage of internet search engines like Google Adwords
  - Promotional packet to target Delta County alumni who wish to return and start a business (All class reunions, referrals from family and friends).
  - Attendance at appropriate trade shows or business events.
- Market commercial real estate and/or incentives to prospects nationally through Zoom Prospector (currently free).
- Leverage joint Commerce Center advertising and promotional opportunities.
- Delta County Business and Industry promotion including regional and national publications.
- Participation in Commerce Center Professional Development and Tourism Conference.
- Be visible in the community by speaking, newspaper and Communicator columns, press releases, social functions, etc.

### 4. Education, training, and workforce development.

- Encourage and support workforce training options, loans, grants, and business assistance programs.
- Identify and conduct educational activities and programs that support entrepreneurs and growing businesses.
- Continued partnership and collaboration with community workforce development agencies to identify needs and gaps including Michigan Works!, Bay College, M-TEC, Delta Schoolcraft ISD, and other workforce development programs and agencies.

**5. Assume a leadership role for community in economic development.**

- Act as a liaison between the EDA and the public and private sectors, including federal, State of Michigan, Upper Peninsula, and Delta County cities (including it's Downtown Development Authority's and Economic Development Corporation's), villages, and townships through phone calls, visits, meeting attendance, information sharing, etc.
- Work with existing and future industrial areas within Delta County to understand existing infrastructure, expansion opportunities, and promote them to current and potential businesses. (An example would be "a champion" for the Next Michigan Development Superior Trade Zone District with Delta and Marquette Counties and their respective Cities and townships).
- Participate in general planning sessions related to economic development activities of the community (quality of life, cost of living, environment, local utilities and amenities, policy, resource allocation).
- Identify and address infrastructure or other issues that might hinder development: (energy, high speed internet access, utilities, zoning, etc.) An example would be Connect MI and the Merit Reach-3MC project.
- Compile research and educate the EDA board and other stakeholders on trends and issues relevant to economic development, taking care to remain neutral and non-partisan.
- Facilitate quarterly CEO Manufacturing Roundtable.
- Facilitate Delta County Hannahville Collaborative Task Force.
- Represent Delta County at local, regional, state, and national meetings and conferences relevant to economic development.
- Pursue professional development and networking opportunities through membership in, UPEDA, MEDA, and other appropriate organizations.

**6. Demonstrate return on investment for community stakeholders.**

- Publish an annual Service Summary detailing return on investment to the community including such metrics as:
  - Number of new business start ups.
  - Number of jobs created.
  - Number of jobs retained.
  - Amount of capital formation.
  - Economic impact of job placements.