

**WILLCOUNTY CED
2010 PROGRAM OF WORK**

CED Mission Statement

The mission of the Will County Center for Economic Development is to assist in the recruitment of new business, the retention and expansion of existing business and the creation of new jobs and investment within Will County.

➤ **Business Development**

New business recruitment, prospect development, and industry target marketing.

▪ **New Business Recruitment:**

- ✓ Completion of the 2010 the Target Industry Study.
- ✓ Develop Marketing Plans for each of the Target Industry Clusters:
 - Life Sciences
 - Food Processing
 - Business Services
 - Global Transportation
 - Advanced Manufacturing
 - Sustainable/Renewable Energy
- ✓ Create a Target Industry Web Site to market the County to businesses, real estate investors and developers.
- ✓ Host the 2010 Economic Forecast.

▪ **Will County Inland Port Impact Study:**

- ✓ Complete and publish the Inland Port Impact Study.
- ✓ Develop public policy recommendations based on the study's findings.
- ✓ Create the "Midwest Empire" planning and marketing council.
- ✓ Host the Annual Will County Global Logistics Summit.

▪ **Regional Development**

- ✓ Metro Economic Growth Alliance (MEGA): Participate in the national and global marketing activities of MEGA.
- ✓ Chicago Metropolitan Agency for Planning (CMAP): Continue to influence development policies at the regional level.

➤ **Business Retention/Expansion**

Implement a countywide business retention program, focusing on assisting the retention and expansion of the healthy companies in the County's business 'portfolio'.

- ✓ Retention Survey: Complete the annual Will County business retention interviews of major employers.
- ✓ Research and identify major employers "at risk" for downsizing and/or closure.

➤ **Community Economic Development**

Provide assistance to Will County communities in developing economic development strategies and programs:

- ✓ Will Economic Network (WEN): Through WEN provide direct economic development assistance to Will County municipalities.
- ✓ Launch the Community Preparedness Program to build capacity in Will County communities and maximize the benefits of growth and development.
- ✓ Continue to work with the I-355 Corridor Communities on a coordinated development strategy.
- ✓ Maintain the Will County Fact Book, data bases, and community profiles.

➤ **Workforce Readiness**

Identification of employer workforce needs, skill sets, customized training and coordination of workforce education programs.

- ✓ Workforce Readiness: Continue to strengthen the CED's role in existing workforce readiness programs (TREP programs, Will County Workforce Investment Board, relationships with education & training providers, etc.).
- ✓ Dream It. Do It.: Continue to develop & promote the Dream It. Do It. Workforce Development Campaign.

➤ **Investor Relations**

Maintain and expand the on-going investor relations/new investor recruitment program/investor events to maintain program revenue.

▪ **On-Going Investor Relations Program**

- ✓ Investor Retention Program: Retain multi-year and annual investor pledges.
- ✓ Host events showcasing the benefits of being a CED Investor.
- ✓ New Investor Recruitment Program: Recruit new investors to broaden the support base to adequately fund the expansion of CED programs.
- ✓ Investor Communications Program: Maintain regular communications with CED investors through an improved web site, e-newsletters, "From the Desk of", and special project announcements.

▪ **2011 – 2015 Investor Campaign**

- ✓ Complete an assessment of the CED's performance with current, past and non-CED investors
- ✓ Develop a campaign plan including the case for next five-year work plan and a campaign goal.
- ✓ Implement the Investor Campaign to support the next five year work plan.

➤ **Governmental Affairs - Will County Chamber of Commerce**

Provide support for and coordination of political actions positively impacting business in Will County.

- ✓ Set the WCCC 2010 State & Federal Legislative Agenda with emphasis in infrastructure projects.

- ✓ Develop strategies to influence funding and public policies supporting community economic development and quality of life.
- ✓ Local Government Relations Program: Develop and implement a local community outreach effort to identify and assist with key legislative and infrastructure funding initiatives

➤ **Strategic Policy Council: Infrastructure/Education/Global Competitiveness**

- **Implementation of the Will County Transportation Blueprint**
- **The Will County Business – Education Partnership Project: Will County Cares**
- **Develop the Will County Global Competitiveness Strategy**

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