



**Mission Statement & 2010 Work Plan
Approved January 2010**

Mission Statement: To promote and provide meaningful economic development opportunities for the business, industrial, rural and residential communities of greater Livingston County.

Purpose:

- A.) Evaluating & supporting the realization of the economic market potential of greater Livingston County
- B.) Conducting orderly advancement of business & industrial expansion, retention and diversification.
- C.) Working towards the development of strong, diversified, educated and well skilled workforce.
- D.) Promoting a growing, diverse and broadening tax base for Livingston County.
- E.) Developing jobs for the unemployed and underemployed for the mutual benefit of all Livingston County.
- F.) Supporting a high quality of life through proactive, value added economic development.
- G.) Providing a forum for discussion, study, development, implementation and evaluation of recommendations of mutual interest regarding market and economic development activities for Livingston County.

I. Business Retention & Expansion and Entrepreneurial Development

Objective: The retention and expansion of the local tax base and employment opportunities and the encouragement of entrepreneurial activities by building and maintaining a strong collaborative network among the municipalities, Chambers of Commerce, MainStreet organizations, School Districts and the Livingston County business community that encourages the exchange of information.

Activities:

A. Serve as the liaison between the business community and local governmental agencies to facilitate and expedite the development of new projects as warranted.

- B. Act as an advocate for the local business community and support any appropriate new developments of businesses seeking entry into the local market, by informing local governments and the area residents of the positive economic impacts associated with the project.

- C. Establish an on-site business visitation program. Members will provide information on state, county and local expansion programs and services, including workforce development programs. An assessment of the business climate in Livingston County will be made. Concerns raised by the business during the visit will be forwarded to the appropriate agency and the GLCEDC will follow-up on all concerns. A measurement tool will be used so that results can be tracked over time.

- D. Study the feasibility of a business incubator.

- E. Provide assistance to entrepreneurs starting their own business in Livingston County.

- F. Collaborate with the Chambers of Commerce and community colleges to market educational and training programs to entrepreneurs.

- G. Draft TIF marketing material as requested by member communities. This may include:
 - 1. Explanatory materials that discuss the types of incentives that are TIF eligible.
 - 2. Marketing brochures used for marketing the development opportunities within the TIF District.
 - 3. Explanatory brochures and handouts that give step-by-step directions for those seeking TIF funds for their project.
 - 4. Marketing TIF Districts on the GLCEDC website.

II. Attraction of New Business

Objective: To establish an effective Business Recruitment Plan that will promote and market Livingston County to businesses and

developers who are searching for potential sites for their business facility or commercial/industrial project.

- A. Attract a Business Park developer and assist in the creation of the Business Park.
- B. Review demographic profile of the area and member municipality's Comprehensive Plan to determine the types of industries and developments that should be recruited to the area.
- C. Develop a marketing and promotion plan for Livingston County which may include the following components: creation of ads for magazine advertising, postcards for direct mail campaign, brochures and flyers, a display unit for trade shows and attendance at appropriate industry trade shows.
- D. Assist and support new industries in the creation of new job opportunities in the Livingston County.
- E.
- F. Study the opportunity and process for establishing a revolving loan fund.
- G. Determine the targeted businesses for recruitment by performing a business cluster analysis.
- H. Research grant funding opportunities.
- I.
- J. Create a county-wide (multi-jurisdictional) business recruitment tax incentive policy.

III. Staff Supported Resource Inventory

Objective: To have current demographic information, land and building inventory, and financing and grant opportunities available for businesses considering expansion or seeking a site for a new business and also for developers seeking information related to a new retail commercial center or business park development by marketing and promoting Livingston County globally. Increase the awareness of the activities of the GLCEDC to current and prospective members.

Activities:

- A. Maintain a comprehensive database of land and vacant buildings available for development.

- B. Maintain current demographic and employment/economic data for Livingston County and the member municipalities.
- C. Respond to inquiries from new and existing businesses and affiliated organizations concerning information on market trends and other economic factors as requested.
- D. Prepare and update a “Community Profile” for the Livingston County communities in cooperation with the Illinois Department of Commerce and Economic Opportunities.
- E. Educate current members and the residents of Livingston County on the mission, programs and activities of the GLCEDC.
- F. Maintain a website to be used for prospects in making site location decisions.
- G. Creation of Certified Economic Development Strategy.
- H. Communication to membership via Newsletter, Annual Dinner, etc.
- I. Network with other economic development agencies and trade associations.

IV. Workforce Development and Training

Objective: To assist the effort to equip and train the area workforce for the employment opportunities that will be available in the changing economy of the region.

Activities:

- A. Encourage partnerships between area community colleges, high schools, ISU, and workforce development agencies in order to train and educate the area workforce.
- B. Assist others in researching grant and other funding opportunities for workforce development initiatives.

GLCEDC 2010 WORK PLAN

ACTION	RESPONSIBILITY	DUE DATE
Face-to-Face contact with all members.	CEO	Short Range
Conduct a three-year Vision Survey of the membership.	CEO	Short Range
Establish 2010 Business Visitation Program.	Business Retention & Expansion Committee	Short Range
Report findings of Business Visitation program to the GLCEDC Board.	Business Retention & Expansion Committee	Short Range
Maintain website.	CEO & Staff	Ongoing
Prepare 2011 Operating Budget	Membership & Finance Committee & CEO	Short Range
Maintain Database of Land and Building Inventory-LOIS	CEO & Staff	Ongoing
Fundraising and Membership Drive..	Membership & Finance Committee	Medium Range
Conduct informative meetings with governmental agency members.	CEO	Short Range
Develop Targeted Industries for Recruitment	Business Recruitment Committee & CEO	Short Range
Maintain area market, demographic and employment data.	CEO & Staff	Ongoing
Publish Quarterly Newsletter	CEO & Staff Marketing and Promotions Committee	Ongoing

Hire Peace Corps Fellow	CEO & Executive Committee	Short Range
Maintain Active Committees	Executive Committee	Ongoing
Conduct an ED 101 Educational Seminar	CEO	Short Range
Measure investment and job creation in Livingston County	CEO	Ongoing
Administer Grant Programs	CEO & Executive Committee	Ongoing
Develop Revolving Loan Participation Program	CEO & Executive Committee	Short Range
Develop "leave behind" marketing brochure for prospective members	Marketing & Promotions Committee and CEO	Short Range
Hold Annual Meeting	Membership Committee and CEO	Short Range
Develop Business Recruitment Brochure	Marketing & Promotions Committee and CEO	Short Range
Study the feasibility of a business incubator.	CEO	Short Range
Facilitate a countywide tax incentive policy for new business recruitment.	CEO	Short Range
Participate in a vision or strategy session with full participation of members.	Executive Committee	Short Range