



Five Year Strategic Plan: 2009-2013

EDCMC Mission Statement:

To lead diversified economic development efforts in order to improve the long-term prosperity of the business community and residents of Manitowoc County.

EDCMC Vision Statement:

To lead the delivery of economic development services in Manitowoc County in collaboration with the public and private sectors to facilitate the creation of quality jobs, diversify the local economy and improve the overall quality of life.

Goals and Objectives

Goal One: Maintain the status of the EDCMC as a leading force for economic development in Manitowoc County.

Objectives:

- Improve EDCMC target areas and resources to foster greater economic development.
- Ensure the expansion and retention of existing businesses in Manitowoc County.
- Collaborate with workforce development organizations to recruit and develop skilled and professional workforce.
- Foster entrepreneurial development in Manitowoc County.
- Enhance new business attraction and recruitment in Manitowoc County.
- Use appropriate tools and staffing necessary to address economic development needs in Manitowoc County communities.
- Expand resources to increase capital investment in existing and new businesses in Manitowoc County.

Goal Two: Increase public awareness of EDCMC and its role.

Objectives:

- Articulate a clear and concise strategy for growing the local economy.
- Revise the EDCMC marketing and public relations plan into a four-year strategy.
- Enhance awareness of EDCMC's successes.
- Refresh the EDCMC logo/brand.
- Further assimilate, analyze and communicate economic trend data and become known as the source of economic trend data.

Goal Three: Strengthen the EDCMC influence and organizational infrastructure.

Objectives:

- Develop and implement an internal succession plan for the board of directors.
- Evaluate staffing resources and outsourcing opportunities.
- Identify staff development and methods of evaluation.
- Expand regional influence and participation of board members.
- Improve the EDCMC metrics system.

Goal Four: Solidify EDCMC's long-term financial stability.

Objectives:

- Manage expectations with regard to calculated growth.
- Annually increase the private share of the EDCMC operating budget.
- Increase additional revenue each year from new sources.