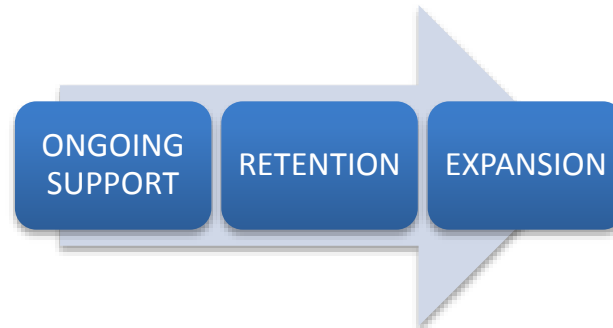




Economic Development Committee 2015 Work Program



ONGOING SUPPORT	RETENTION	EXPANSION
<p>Increase communication efforts with CDRAC/sign review and policies</p> <ul style="list-style-type: none"> + Better understand flow of new businesses and what they go through to establish 	<p>Local business mixer, separate from Chamber</p> <ul style="list-style-type: none"> + Specifically target BNA, PBA, AYP (over 100 total businesses represented) for a quarterly breakfast to share, meet, communicate – the first in February 2015 	<p>Connect with commercial plaza decision makers to discuss challenges, prospects</p> <ul style="list-style-type: none"> + Develop database from these contacts
<p>Increase number of businesses receiving Business eNews blasts</p> <ul style="list-style-type: none"> + Share with business owners, push through PBA, BNA, AYP groups for better communication/outreach 	<p>Business series, local expert leaders</p> <ul style="list-style-type: none"> + Rick Hall – start up/entrepreneurial + Work with Jan Sieber, Meghann Hill to establish series like Teen Topics, Business support, etc. use local experts 	<p>Develop collateral to provide brokers/commercial plaza owners/managers</p> <ul style="list-style-type: none"> + Community profile, new collateral about the benefits of living/working in Anthem
<p>Increase business communication relationships with current businesses/owners/managers with in person visits by committee members</p> <ul style="list-style-type: none"> + Ties into retention mixer – more face to face contact for support, understand challenges 	<p>Increase participation at local (Anthem Days, Autumnfest, sponsorships)</p> <ul style="list-style-type: none"> + Present opportunities at mixer, in communications, at groups, in visits + Goal to have more, smaller sponsors to get more coverage, exposure (rather than a few large ones) 	<p>Work with commercial owners/brokers to fill current vacancies and celebrate new builds (i.e. Medical Bldg. on Venture, 3715 Anthem Way)</p> <ul style="list-style-type: none"> + Be part of ribbon cuttings, grand openings, getting word out about these opportunities
<p>Economic Development Database on website</p> <ul style="list-style-type: none"> + Build initially with committee assignments, could move to outsourcing if in budget 		