

# **ICEA Proposed 2009-2011 ICEA Strategic Plan**

## **Revised as of 1/29/09**

### **Goal 1:**

#### **Retain employers through identifying and assisting with the needs of the employer.**

- **ST 1:** Complete retention visits with the top employers in the County with emphasis on locally owned companies. In addition, communicate with the out-of-state Headquarters of top employers.
- **ST 2:** Provide small business counseling, education and resource referrals to current small business owners.
- **ST 3:** Assist local government in maintaining and expanding infrastructure for company expansions through serving as the lead grant writer and manager for the Community Development Block Grants.
- **ST 4:** Facilitate quarterly Manufacturer's Council meetings to implement strategies and educational forums for local employers that improve the financial and innovative health of local companies.
- **ST 5:** Work to further develop internal local markets by linking companies with local suppliers and local consumers

### **Goal 2:**

#### **Develop local entrepreneurs through providing education, technical assistance, networking opportunities and recognition.**

- **ST 1:** Provide start-up counseling, technical assistance and resource referrals to current small business owners.
- **ST 2:** Continue to work toward establishing incubator space for business start-ups in Ionia County.
- **ST 3:** Form a community entrepreneur network
- **ST 4:** Provide a business ownership succession program
- **ST 5:** Work to improve and increase the youth entrepreneur programs offered locally.
- **ST 6:** Continue to facilitate the CEC program.
- **ST 7:** Recognize outstanding entrepreneurs in the County.

### **Goal 3:**

#### **Increase workforce recruitment and development opportunities within Ionia County.**

- **ST 1:** Collaborate with the Intermediate School District and MCC to encourage communication and collaboration on workforce issues and goals between educators and employers.
- **ST 2:** Serve on the regional 8CAP Workforce Investment Board representing Ionia County.

**Goal 4:**

**Implement strategies for business, resident, and consumer attraction as well as site redevelopment.**

- **ST 1:** Continue business attraction strategies as a member of Best Michigan, the West Michigan Economic Developers Partnership.
- **ST 2:** Continue to work toward redevelopment of local brownfield sites by serving as administrator for the Ionia County Brownfield Redevelopment Authority.
- **ST 3:** Build awareness of Ionia County as a “place to do business” with MEDC, site selectors and economic development consultants and developers through mailings, responding to inquiries, and maintaining the ICEA website.
- **ST 4:** Assist communities in packaging local and regional marketing strategies to attract residents and consumers.

**Goal 5:**

**Facilitate community development initiatives and boards that engage community leaders and citizens in actively planning for our economic future.**

- **ST 1:** Assist communities in conducting studies to identify their eligibility for being designated a distressed community and increase their ability to access federal and state grants.
- **ST 2:** Facilitate tourism initiatives with local government and chambers.
- **ST 3:** Continue to facilitate the M-66 Corridor Land Use Advisory Board and similar boards to focus on achieving the initiatives of a corridor.
- **ST 4:** Continue to facilitate the Ionia County Chamber Network to share best practices as well as develop collaboration on joint projects.
- **ST 5:** Work with the County to facilitate an annual roundtable for local government representatives to discuss and collaborate on common goals.