



# STRATEGIC PLAN

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## Erie Economic Development Council

Created by The Tallent Company

# Erie Economic Development Council

## Overview:

The EEDC is focused on three areas:

**Preparation:** Working in a strategic partnership with the Town, developers and key industries to prepare the community for smart growth.

**Sustainability:** Help current businesses with expansion, growth and retention.

**Communication:** Be a strong marketing & educational arm of the Town of Erie's availability and resources.

## Mission Statement:

To prepare, sustain and communicate success for Erie's current and future businesses by promoting its central location, skilled workforce, quality residential options, and primary employers.

## Vision Statement:

To create a sustainable and balanced community by attracting primary employers and supporting the Erie businesses with information, resources, and professional networks.

## Strategic Goal 1: Preparation

**Prepare:** Working in strategic partnership with the Town, developers and key industries to prepare the community for smart growth.

### STRATEGIC OBJECTIVES:

1.1 Creation and development of relationships with developers and commercial real estate agents to assist in the communication and relationship building of potential businesses.

1.2 Maintain a sales funnel & communication strategy within the EEDC website and other communication outlets for new leads that can potentially be shared with the Towns to work together on enticing new businesses.

1.3 Being a continued advocate for the business community by sharing success and struggles with Town staff and the Board.

1.4 If the Town approves, assist in developing a strategic, well communicated process for new or growing development in Erie as well as developing an expedited process for projects of economic significance.

1.5 If approved by all parties, create methods of collaboration for the Town of Erie, EEDC, Small Business Development Center & Erie Chamber of Commerce to work together and create a streamlined process to share prospect information for the purpose of taking a proactive approach to helping new businesses and growing businesses.

1.6 The EEDC will help with projects such as the Downtown Development Plan which focuses on assisting specific geographical areas or projects with growth.

### CONTEXT:

The EEDC can act as a conduit to create active conversation & relationship building between the Town and developers. By all entities having an understanding of the current business atmosphere and what is needed to enhance it, we can create streamlined process that achieve all parties' goals.

## Strategic Goal 2: Sustainability

**Sustainability:** Help current businesses with expansion, growth and retention.

### STRATEGIC OBJECTIVES:

2.1 The EEDC will host educational opportunities for its investors that focus on expansion & retention.

2.2 The EEDC will develop a mentorship program pairing new businesses with experienced ones.

2.3 The EEDC will host an annual roundtable focused on the strengths and struggles of owning a business in Erie with the purpose of finding solutions to present to the Town.

2.4 The EEDC will develop an investor group for businesses that want to invest in new or growing businesses in Erie.

### CONTEXT:

It is important to focus on the businesses that are already here in Erie and help them achieve their business goals. This is an important step sometimes forgotten by business development groups but the EEDC will take a strong, proactive approach in this area.

## Strategic Goal 3: Communication

**Communicate:** Be a strong marketing & educational arm of the Town of Erie's availability and resources.

### STRATEGIC OBJECTIVES:

3.1 The EEDC will continually focus on advertising and promoting the Town of Erie's strong demographics to potential businesses.

3.2 The EEDC will actively share success stories from the Erie business community with the goal of helping current businesses learn more and inspiring external companies to move here.

3.3 The EEDC will host annual events such as the Broker Open that create the opportunity for commercial real estate agents to come and experience Erie. The EEDC will also attend events like the NAIOP golf tournament which allows the EEDC to promote Erie on a regional level.

3.4 The EEDC will help create educational opportunities to the citizens of Erie about why strategic growth is important for the success of a community.

### CONTEXT:

Strategic communication is essential to reaching potential businesses. The EEDC has and will actively find resources and create content that allow us to share the story of Erie.

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## Conclusion

The EEDC is excited to continue to serve the Erie business community through these strategic goals. We invite you to join with us! Visit [www.erieedc.com](http://www.erieedc.com) to learn more about how you can be a strategic partner.