



# Economic Development Team Concept

Identify the challenges facing our community in regards to Economic Development.

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***Challenges:***

- Budgetary restraints
- Smaller staffing level
- Multiple duties per employee
- Lack of internal communication

# Our solution?

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- A team approach to economic development.
  - The team consists of three staff members.
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# Team members

## *City Administrator*

- Team leader
- Provides financial background
- TIF incentives
- Grant research

# Team members.

## **Director of Public Works**

- Knowledge of utilities
- Transportation and access issues
- Storm water management issues

# Team members

## *Director of Community Development*

- Building Inspection
- Zoning
- Code enforcement
- Block Grant administration

# Team process

**Each team member acts as a project liaison.**

- Initial contact person.
- Gathers information on prospect.
- Meet as a team to gather information from the project liaison to inform team members regarding issues.
- Team puts together a package.
- Meet as a group with prospect.
- Project liaison follows up.
- Close project.

# Team benefits

- Each team member brings a different area of expertise.
- Availability of personnel to focus on prospect.
- All team members “on the same page.”
- Financial benefit to taxpayers.
- Multiple creative ideas and constructive criticism.
- Less territorial (fosters sharing of information.)
- No “broken promises.”
- Able to aid in bureaucratic approval processes.

# Examples

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- Multistack
- Mathew's Inc. (business retention)

# Other Economic Development players

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- Local business leaders
- Mayor and Council
- SIPCO
- SIF
- Chamber

# Conclusion

- Team concept has in just seven years has successfully recruited 24 companies worth over 30 million dollars which represents approximately a 30% increase in the commercial/manufacturing values in the City.
- Told by successful prospects how impressed they were by the team concept.
- Communication!

# Questions?

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