

2009 Program of Work

Economic Development

Economic Development

The economic development department will focus on activities to create job growth as well as an environment for businesses to succeed and the community to prosper. Specific programs will complement business retention, expansion and business attraction efforts.

Goals for 2009 include:

Recruitment

- Participate in site selection, targeted industry trade shows and coordinated events with national site location consultants and real estate brokers in partnership with the Kansas City Area Development Council and KS Department of Commerce. Participate in 6 annual events that generate 10 direct project leads.
- Assist prospects with services such as LocationOne sites and buildings, database search, incentives coordination, demographic/workforce information, and other efforts necessary for new jobs and investment.
- Quarterly contact with brokers on available buildings and sites for updates to LocationOne as well as providing information on referrals.
- Maintain, monitor and follow-up on identified business attraction projects through ED tracker.

Retention/Expansion

- Continue to focus on existing industries and complete 30 Business Visits annually in coordination with the City of Lawrence.
- Plan and host area business leaders for an Existing Business Appreciation Day during June.
- Support educational programs and initiatives designed to meet local business workforce needs to ensure on-going availability of a skilled labor pool for new & existing businesses.
- Develop an Industry of the Year award program.

Marketing

- Update marketing materials for business recruitment efforts including the Community Profile, ED Barometer, and 10 Reasons to be in Lawrence.
- Develop a semi-annual direct mail piece for site selectors, brokers and other prospects.
- Enhance marketing strategies to recruit KU alumni to bring businesses to Douglas County.
- Create and distribute quarterly existing business E-newsletter highlighting economic development activities as well as available resources and programs.
- Update ED portion of Website.

Research

- Economic Barometer – contract with KU or City of Lawrence
- Develop a complete analysis on the economic impact of the University of Kansas, Kansas Athletics and KU Research to the Lawrence community.
- Conduct preferred industry study for Lawrence.

General

- Develop Chamber ED Committee for discussion of initiatives to benefit the business community.
- Strengthen relationships with local, state, and national ED partners and allies with contact through ED update emails and annual/semi-annual luncheons.
- Represent the Chamber at regular meetings of the City of Lawrence, City of Eudora, City of Baldwin, Douglas County and Lawrence-DG County Planning Commission.

General (cont)

- Work with the Lawrence/Douglas County Bioscience Authority in developing a bioscience incubator on the KU campus as well as developing a bioscience destination campus for future growth.
- Work with partners to continue development of strategy to identify and secure future business park locations.
- Continue to provide staff support & assistance to the following committee's:

Kansas International	AgriBusiness Network
Manufacturer's Network	Technical Network
Career & Tech Education Committee	DCDI
EHBP Trustees	LDCBA
31 st Street Committee	Farmer's Turnpike Sector Plan
Industrial Design Subcommittee	ED Board
- Work closely with the KU Small Business Development Center and Lawrence Regional Technology Center to assist small businesses and entrepreneurial start-ups through coordinated marketing efforts, referrals and assistance in location searches.

Professional Development

- Attend BREI annual conference & training session in June.
- Attend the first session of EDI to work towards CEcD certification.