Appendix N

WASHINGTON COUNTY
ECONOMIC DEVELOPMENT STRATEGIC PLAN: 2006-2007

ECONOMIC DEVELOPMENT/WASHINGTON COUNTY
STRATEGIC PLAN 2006-07

Timeframes:
Short Term (*0 to 12 months*) | Intermediate Term (*1 to 3 years*) | Long Term (*3 to 5 years*)
On-going (*Projects that do not have an established end-date, but are part of EDWC's on-going mission*)

Mission Statement

The Washington County Economic Development Corporation, doing business as ***Economic Development/Washington County****, seeks to improve and enhance the economic vitality of the county-wide community by serving as the central voice on economic development issues, retaining and expanding the current manufacturing and commerce sectors, attracting and creating new family-supporting jobs, and supporting quality of life issues.*

Initiative – Business Retention			
Goal	***Priority***	***Timeline***	***Responsibility***
Advocate and mediate for Business needs and issues with Communities	High	On-going	Staff
Disseminate relevant information to Communities	High	On-going	Staff
Understanding Community Needs (e.g. Appropriate Businesses, Housing Stock Issues)	High	On-going	Staff
Develop a through knowledge of businesses within the County and their needs	High	On-going	Staff
Develop Strategy for connecting with businesses	High	Short Term	Business Retention & Manufacturing
Promotion of EDWC and its resources	High	Short Term	Marketing/ Communications
Advocate for Transportation and Infrastructure Issues on a Case Basis (Board Approval Needed)	Medium	On-going	Staff/Board (Information Sharing)
Examine Healthcare and its issues related to the Business Community	Medium	Long Term	Healthcare
Develop Strategy to support Agri-Business within the County	Medium	Intermediate Term	Agri-Business
Develop telecommunications and technology strategies for the County	Medium/Low	On-going	Staff to work with Communities (Information Sharing)

Initiative – Business Attraction			
Goal	***Priority***	***Timeline***	***Responsibility***
Recognize EDWC as a first responder for leads and start-ups in all communities	High	On-going	Staff and Local Communities
Participate, actively, in Milwaukee 7 and REP (Regional Economic Partnership)	High	On-going	Staff and MKE7 Washington County Reps
Create Inventory of Central Resources	Medium/High	On-going	Staff
Encourage Entrepreneurship/Start-up Businesses • Funding and Education	Medium	Long Term	Staff, Chambers of Commerce, Small Business Development Center

Initiative – Workforce: Quality and Availability			
Goal	***Priority***	***Timeline***	***Responsibility***
Develop Strategy to Match Educational Opportunities with Employment (Business) Needs	High	Intermediate Term	Workforce
Develop an Employee Attraction Program for the County	Medium/High	Intermediate Term	Workforce
Establish an Outreach Program to potential employees (Youths and High School students) • Link Businesses to Education	Medium/High	Intermediate Term	Workforce
Work with UWWC on the Development of a 4 year engineering degree	Medium	Intermediate Term	Staff and UWWC

Initiative – Internal Structure of EDWC			
Goal	***Priority***	***Timeline***	***Responsibility***
Development of an Information Dissemination Strategy for Internal, Local and Universal Audiences	High	Short Term	Marketing/ Communications
Define and Establish Funding; fees, sources and structure	High	Short-term	Executive
Recruitment of Investors	High	On-going	Membership/ Investors
Assume Management of the County's Revolving Loan Fund Program	High	Short Term	Revolving Loan Fund
Reevaluate Current Revolving Loan Fund Procedures	Medium/High	Intermediate Term	Revolving Loan Fund
Update and Maintain Internal Structure of EDWC • Board of Directors • By-Laws • Policies and Procedures • Finances (Budget)	Medium	On-going	Executive Committee

Source: Washington County Economic Development Corporation.