

**Rockford Area Economic Development Council  
Business & Community Relations Solutions Team  
2011 Work Plan**

The Rockford Area Economic Development Council Board of Directors created three solutions teams to help achieve the organization's mission and goals. Committee contributions are extremely helpful, as members advise from their unique perspectives, broaden considerations, and lead implementation of *Rockforward!* strategies and tactics.

Meetings of the Business & Community Relations Solutions Team (BCR) are held on the fourth Tuesday of each month (*except July and December*) at 4:00 PM at the RAEDC offices (100 Park Avenue, Suite 100, Rockford). The committee chair is Linda Gerber, CEO of the Rock River Valley Blood Center. The staff liaison is Mary Cacioppi, RAEDC Director of Investor Relations.

In 2011, BCR will collaborate with RAEDC staff, investors, and allies to accomplish the following:

**Investor Relations**

**Tactics:** BCR will assist staff with investor recruitment and retention efforts as requested by staff. BCR will review results during this fourth year and begin preparing for the next capital campaign by researching second campaigns in other regions.

**Projected Outcomes:** The RAEDC will achieve an annual budget with investor revenue of \$1.7 Million or more in 2011 and will have active, volunteer leadership from both the private and public sectors.

**Local Media Strategy**

**Tactics:** BCR will develop and implement local media strategy to effectively use in-kind trade provided by regional media in support of *Rockforward!* Content for the local media strategy will be developed in alignment with the following:

- *Rockforward!*, the RAEDC's five-year strategic plan for 2008 – 2012;
- RAEDC staff agendas and calendars; and
- Four calls to action:
  - Embrace our local companies,
  - Grow our international connections,
  - Build a strong sustainable region, and
  - Improve our educational system.

**Projected Outcomes:** The RAEDC will promote *Rockforward!* strategies and economic development messages to regional employers, community leaders, and citizens.

**Public Policy Priorities**

**Tactics:** BCR will continue to participate in the Declaration of Regional Policy implementation and guidance in 2011. BCR may add new members to the policy as the group continues to move forward. BCR will review and update the RAEDC Public Policy Guidelines and will develop a formal connection to the Rockford Chamber of Commerce Government Affairs Council.

**Projected Outcomes:** The Rockford Region will become a more competitive business climate.