

## **Rockford Area Economic Development Council Business & Community Relations Solutions Team 2008 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 and broaden considerations about how to achieve goals.

Meetings of the Business & Community Relations Solutions Team (BCR) are held on the third Tuesday of each month at 4:00 pm at the RAEDC (100 Park Avenue, Suite 100, Rockford). The chairman is Linda Gerber, who is CEO of the Rock River Valley Blood Center. The staff liaison is Tonya Lamia, Vice President of Investor Relations.

In 2008, BCR will collaborate with RAEDC staff, investors, and allies to accomplish the following:

### **Investor Relations**

**Tactics:** BCR will work to improve communications to its investors and stakeholders by concentrating efforts on individual, group, and public meetings; quarterly events, including the Annual Meeting & Dinner; and communications tools including the *Investments* newsletter, Website, and Annual Report. BCR will encourage investment in *Rockforward!*, the new five-year economic development strategy by the RAEDC.

**Projected Outcomes:** The RAEDC will achieve an annual budget of \$1.5 Million or more for the years 2008 through 2012 and will have active, volunteer leadership from both the private and public sectors.

### **Public Relations / Marketing / Advocacy**

**Tactics:** BCR will develop and implement a local media strategy to include the utilization of in-kind trade from regional media in support of *Rockforward!*

**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 manage the RAEDC public policy guidelines. BCR will explore opportunities to pool resources within the region to support lobbying efforts and will make recommendations to the Board of Directors.

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

### **Attracting & Retaining Talent to the Rockford Area**

**Tactics:** BCR will collaborate with RAEDC allies to implement strategies to attract and retain the next generation of workers, including the implementation of recommendations from the 2007 report by Rebecca Ryan and Next Generation Consulting.

**Projected Outcomes:** The Rockford Region will benefit from advantageous population growth and the workforce pipeline will be improved.