

ECONOMIC DEVELOPMENT ALLIANCE FOR BUSINESS (EDAB)

STRATEGIC ACTION PLAN
July 1, 2004 – June 30, 2005

Year-to-Date Performance

EDAB'S FIVE PART ACTION PLAN

Business Development

Research and Data

Regional Leadership & Collaboration

Workforce Development

Membership Development

E D A B

BUSINESS DEVELOPMENT

Goal

Establish East Bay leadership in job growth, investment and quality of life through integrated regional ED efforts

Initiatives

- **Coordinating regional business development**
- **Partnering in city and regional ED planning**
- **Partnering in business retention**
- **Promoting sustainable business practices**
- **Preparing for innovative, knowledge-based growth**
- **Increasing access to global markets and resources**

BUSINESS DEVELOPMENT

Client Benefits

- **National and international market exposure**
- **Client referrals, site selection assistance and identification of companies at risk**
- **Improved regulatory compliance and business efficiency**
- **Participation in regional solutions for new and existing businesses**
- **International trade services, financial resources and trade missions**

RESEARCH & ECONOMIC DEVELOPMENT DATA

Goal

Greater national and international awareness of the East Bay and improved regional responsiveness to the changing economy

Initiatives

- www.edab.org
- East Bay Quarterly Forecasts
- Monthly Economic Reports
- Industry Sector Analyses
- East Bay Indicators Report

RESEARCH & ECONOMIC DEVELOPMENT DATA

Client Benefits

- **Easy access to information needed to respond to business inquiries**
- **Improved market intelligence for planning and investment decisions**
- **Targeted marketing of programs and services**
- **Increased inquiries due to greater media exposure**
- **Progress indicators and benchmarks**

REGIONAL LEADERSHIP AND COLLABORATION

Goal

Integration of a strong, regional, public/private sector collaboration dedicated to realizing the East Bay's vast economic potential

Initiatives

- **Strengthening the ED delivery system**
- **Creating a competitive transportation infrastructure**
- **Meeting regional housing targets**
- **Solving the impending goods movement crisis**

REGIONAL LEADERSHIP AND COLLABORATION

Client Benefits

- **Rescue of a critical state-wide economic development marketing tool**
- **A common agenda for regional economic development**
- **Business engagement on needed infrastructure improvements**
- **Increased housing resources and programs for local government**
- **Advocacy for state-wide reforms to improve the business climate**

WORKFORCE DEVELOPMENT

Goal

Close coordination between business and workforce development as well as integration of workforce development into ED practices

Initiatives

- **Developing accurate and timely local labor market information through targeted industry studies**
- **Improving private sector profitability & adaptability by increasing use of employer services programs**
- **Expanding local hires through employer participation in the “First Source” program**
- **Creating strong working relationships between the workforce training system and local high-growth industries**

WORKFORCE DEVELOPMENT

Client Benefits

- **Linkages to training resources strengthening local businesses**
- **Retention and attraction incentives leading to improved municipal revenues**
- **A workforce trained to meet international competition**
- **Increased opportunities for East Bay workers seeking training and employment**

MEMBERSHIP DEVELOPMENT

Goal

Increased private and public sector membership, with benefits and opportunities for involvement consistent with membership's highest expectations

Initiatives

- **Alerting members to the issues of greatest importance through quarterly meetings and sponsored events**
- **Raising the level of regional energy by providing opportunities for member involvement in civic and volunteer projects**

MEMBERSHIP DEVELOPMENT

Client Benefits

- **Opportunities to network with community, business and elected leaders**
- **Opportunities to shape and improve the East Bay's future**
- **Notification and access to services provided by EDAB, its affiliates and partners**

CRITICAL ISSUES FOR 2005-06

- **The jobs/housing imbalance is negatively affecting retention and attraction efforts.**
- **Financial pressures are jeopardizing infrastructure investment, creating a need for regional solutions.**
- **Regions will need to pool resources to cope with budgetary shortfalls.**
- **The economic recovery will continue to be slow with the potential for a downturn in 2006.**
- **An educated, productive workforce remains our best marketing asset.**

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