

# FEDA Strategic Priorities, 2009-2011



### **Internal Affairs**

*FEDA, through the support of a vibrant membership structure, will continue to serve as Jefferson County's primary economic development engine as well as its most dynamic and accessible provider of community and demographic information to all while maintaining and expanding a robust menu of membership benefits available to its sustaining members.*

### **Existing Obligations**

*FEDA will carry out its job creation and other duties as outlined in community strategic plans endorsed by FEDA, including the Fairfield 2012 Strategic Plan and the Fairfield Go Green Sustainability Plan, work to foment strategic relationships with additional groups and projects, and entertain future assignment requests.*

### **Community Marketing**

*FEDA will expand its marketing menu to include more polished and vigorous Fairfield Community Quick Reference and other publications and will expand its marketing reach through targeted mailings, trade shows and continued cultivation of regional, state and national relationships. FEDA will improve the depth and quality of in-house available commercial buildings and sites information and will work to greatly expand efficiency and user visits to GrowFairfield.com, its primary marketing engine.*

### **Advocacy**

*FEDA will expand and formalize legislative advocacy programming and work in concert with the Fairfield Area Chamber of Commerce Government Affairs Committee- delivering an annual endorsement/addendum to the Committee's Legislative Agenda-, the Iowa Association of Business and Industry and Professional Developers of Iowa. FEDA will survey its membership annually to identify legislative priorities and issues of concern and will periodically develop positions on emerging issues and communicate them to the membership and community at large.*

### **Downtown & Industrial Development**

*FEDA will work with the Chamber, the City of Fairfield and other groups to develop strategies to address the physical condition and aesthetic appeal of downtown storefronts and signage. FEDA will conduct an in-depth study to evaluate Fairfield's available buildings and buildable sites inventory and will conduct further research and analysis relating to future industrial site development in Fairfield and will continue to market its development land inventory.*

### **Education/Workforce Development**

*FEDA will work to strike strategic relationships with the Fairfield Community School District, the Maharishi School, Indian Hills Community College and other educational institutions to address worker training and availability issues identified in the 2009 Fairfield Existing Business Initiative. FEDA will be a conduit between the business and education communities as efforts to encourage collaboration between the business and education communities, including the 2009 launch of Project Lead the Way in area school districts.*

### **Existing Industry Retention & Expansion**

*FEDA will maintain robust dialogue with existing employers and will in 2009 conduct a staff-driven phone and Internet survey of existing employers to supplement the findings of the 2009 Fairfield Existing Business Initiative and will in 2010 undertake a new existing industry study, surveying and interviewing executives from Fairfield's 40 largest employers to identify threats, opportunities and business trends in the community. FEDA will deploy information- aggregate and individual- gathered through survey efforts in designing policies and legislative recommendations designed to encourage retention and expansion of existing industry.*