

## Leelanau County EDC Strategic Plan

**Mission:** It is the mission of the Economic Development Corporation of Leelanau County to promote economic activity in and strengthen the economy of Leelanau County.

**Objective 1:** *Create Leelanau County marketing materials to promote the County's assets and attributes to retain and attract business and as a great place to live, work, play and raise a family.*

**Goal:** Create a list of Target Industries that are likely to grow in and be attracted to Leelanau County (agriculture, tourism/service, technology, retail, entertainment/film and manufacturing industries).

Tactic: Identify leading businesses within the above sectors.

Tactic: Through the TBEDC, proactively market to in-state and out-of-state companies in these targeted industries sectors.

Tactic: Identify and market appropriate assets of Leelanau County including but not limited to Sleeping Bear Sand Dunes, 45<sup>th</sup> Parallel Attributes, miles of shoreline and beaches, wineries and vineyards, largest cherry producer in US per county, abundant farmland, and MSU Extension.

Tactic: Identify and market geographic centers and hubs for business opportunities.

Tactic: Proactively visit with 15 companies on an annual basis.

Tactic: Respond to company needs and requests within 5 business days.

**Goal:** Leverage TBEDC marketing strategy.

Tactic: Link Leelanau County Government Website to TBEDC Website.

Tactic: Create County-specific marketing materials that can be used by TBEDC staff as a tool to attract identified targeted industries to the County.

Tactic: Promote the low millage rate as a benefit to doing business in Leelanau County.

Tactic: Promote the unique local dining available, along with community parkland.

**Goal: Market and promote available agricultural and commercial properties in Leelanau County.**

Tactic: Partner with Leelanau County real estate brokers to identify available properties.

Tactic: Link appropriate featured “select site” properties to TBEDC website (i.e. Sugar Loaf).

Tactic: Advocated for the establishment of mini-incubator facilities.

**Goal: Market RLF Program to Leelanau County entrepreneurs and businesses and to prospects outside the County.**

Tactic: Create “Fact Sheet” marketing materials to promote the program.

Tactic: Add RLF Fact Sheet, Application and Loan Docs on to Leelanau County Government website and to TBEDC website.

**Goal: Continuing to assist in the expansion of available wireless internet service throughout the county.**

Tactic: Work with private sector providers in establishing service in Leelanau County.

Tactic: Act as convener and facilitator between private sector providers and local units of governments and owners of needed assets such as towers.

Tactic: Continue to educate local units of government on the business opportunities available wireless internet brings to the county.

**Goal: Work with appropriate parties to facilitate the re-development of the Sugar Loaf property.**

Tactic: Strategize and lay out a plan for new village development at Sugar Loaf.

Tactic: Investigate possibilities of Sugar Loaf becoming incorporated village.

Tactic: Consideration of moving Sugar Loaf property into Leelanau County Land Bank for Redevelopment.

***Objective 2: Develop the County's Revolving Loan Fund program with the Traverse Bay EDC, and process all loan funds within 4 weeks from the loan approval date.***

**Goal: Create an Intake Process for RLF Applications.**

Tactic: Traverse Bay EDC will process all applications and submit documentation to the Leelanau County Loan Review Committee for loan application review and funding decisions.

Tactic: Develop loan application process.

**Goal: Have TBEDC responsible for USDA review and approval process.**

Tactic: Create review process with USDA.

Tactic: Create monitoring process with outstanding borrowers.

**Goal: Determine eligibility criteria for the RLF.**

Tactic: Leverage TBEDC to review grant application to determine eligibility and recommend policy.

**Goal: Pursue additional funding through the USDA or other appropriate source to increase fund balance.**

***Objective 3: Support entrepreneurship by providing business counseling services that assist businesses to grow and thrive in the county.***

**Goal: Partner with TBEDC to provide comprehensive business planning and improvement counseling.**

Tactic: Continue long-standing sponsorship and partnership with TBEDC to provide assistance to entrepreneurs.

Tactic: Provide links to SCORE, the Small Business & Technology Development Center, and MSU Extension.

**Goal: Partner with the local Chambers of Commerce and other local associations to identify income earning opportunities.**

Tactic: Advocate for the development of mini-incubator facilities for entrepreneurial and medical services.

Tactic: Advocate for zoning changes to allow for home employment based occupations and other prospective businesses.

***Objective 4: Educate and raise community awareness on the benefits of smart business and community development.***

**Goal: Communicate with Public Officials & Residents to provide information on Economic Development activities and initiatives.**

Tactic: Use recent successful developments and testimonials as examples of positive development (i.e. Leelanau Cellars, Oneupweb, and Cherry Republic).

Tactic: Promote the benefits of Development related to employment opportunities, year round living, families with young children, and increased school enrollment.

Tactic: Communicate messages through appropriate media and partnership organizations (Leelanau Chamber, TC Chamber, TBEDC, Leelanau Enterprise, MLUI, TCBN).

**Goal: Work with county and local zoning boards to develop appropriate zoning and to streamline site plan approval processes for businesses wanting to locate and expand in Leelanau County.**