

Taylor Economic Development Corporation Goals 2008-2011

Mission: *The Taylor Economic Development Corporation (Taylor EDC) will improve the economic climate for the Taylor community. In doing so, Taylor EDC will prioritize activities on those that maximize the ability to achieve goals and improve the effectiveness of staff and volunteers.*

Goal 1. Business Retention and Expansion – The Taylor EDC will create a favorable business climate and build economic wealth for the community by further developing a business retention and expansion (BRE) program to assist primary employers to increase total payroll and company revenues by 10% per year.

Objective 1.1: Research and implement a more structured BRE program that has a high probability of success for each company and for Taylor.

Target date: June 30, 2008

Objective 1.2: Conduct meetings with four (4) companies in Taylor each quarter to identify/meet employers' needs and generate at least two (2) qualified prospect leads each year.

Target dates: March 31, June 30, September 30, December 31, 2008-2011

Goal 2. Business Recruitment/Development – The Taylor EDC will create a favorable business climate and build economic wealth for the community by increasing business attraction and (targeted) promotional marketing activities which will attract at least \$12 million in new capital investments and 300 net new jobs with higher than average payrolls.

Objective 2.1: Develop a proactive, targeted prospect-generation program to identify at least twenty-five (25) new prospects each calendar year by:

- a). participating in two (2) regional or statewide tradeshows, conferences yearly
- b). participating in one (1) out-of-state tradeshows, conferences yearly; and
- c). meeting with nine (9) companies on annual business development missions;
- d). responding to leads generated by state and regional agencies.

Target date: December 31, 2008-2011

Objective 2.2: Maintain a high inbound flow of new prospects by participating in state and regional marketing programs such as Opportunity Austin and Texas One. This includes:

- a). responding to at least five (5) RFP's each quarter; and
- b). hosting at least four (4) prospects for site visits each quarter

Target dates: March 31, June 30, September 30, December 31, 2008-2011

Objective 2.3: Establish an automated prospect tracking system to manage projects, monitor and measure performance.

Target date: May 31, 2008

Goal 3. Workforce Development – The Taylor EDC will develop the quality and size of a sustainable semi-skilled and skilled workforce in Taylor by investing resources in K-12 and higher education programs.

Objective 3.1: Facilitate completion of the establishment of the East Williamson County Higher Education Center (EWCHEC) in Taylor.

Target date: September 1, 2009

Objective 3.2: Identify the needs of local employers and respond with customized training programs by working in partnership with Temple College at Taylor (TCAT)/EWCHEC and Rural Capital Area Workforce Development Board (RCAWDB) to establish at least one new workforce training program each year or as needs are identified by local employers.

Target date: Ongoing

Objective 3.3: Leverage the success of TCAT and EWCHEC Phase I to help educate the State legislature for need of funding for next phase of EWCHEC.

Target date: July 31, 2008

Objective 3.4: Increase the quality and size of the local semi-skilled to highly-skilled labor force by establishing a formal long-term workforce development program which increases the college-readiness and work-readiness of K-12+ students.

Target date: December 15, 2008

Goal 4. Marketing-Communications – The Taylor EDC will improve the brand image of Taylor by promoting the city as an energetic, progressive community with a good quality of life and pro-active business climate.

Objective 4.1: Promote Taylor as a destination community to live, work and do business in by keeping the Taylor EDC website updated and accurate.

Target date: Monthly

Objective 4.2: Partner with the Taylor Marketing Team to develop and implement a comprehensive community marketing plan and improve the public opinion of Taylor.

Target date: March 31, 2008

Objective 4.3: Promote real estate inventory in Taylor by hosting an annual tour of industrial, commercial, retail and residential sites in Taylor in coordination with Travis and Williamson county communities in the SH 130 corridor.

Target date: June 30, 2008-2011