



## CITY OF KENTWOOD ECONOMIC DEVELOPMENT CORPORATION STRATEGIC PLAN ONE PAGER

### GOVERNMENT RELATIONS

TASK OR ACTIVITY	METRICS OF SUCCESS	WHO	TIMING
Have local leaders attend EDC meetings	Local leader attends each EDC meeting	Programs/Dev	monthly
Have local leaders informed of business-related policies/issues	EDC member provide month report to CC	Programs/Dev	monthly
Regular EDC reporting to CC	EDC member provide quarterly report to CC	Comm. Engage	overview of plan, quarterly
EDC as conduit for business community communications	# of suggestions/complaints/reporting	EDC/EDP	quarterly
Business roundtable/survey businesses to assess concerns	annual mixer with elected officials	Programs/Dev	annual
Legislative breakfast-Chamber event with legislators	bi-annual mixer with elected officials	Programs/Dev	annual
Inform CC and residents of business success	article in city newsletter on local business	Comm. Engage	quarterly
Inform organizations of programs offered by EDC	4 meetings per year with CAR, banks, Chamber or other organizations	Programs/Dev	quarterly meeting
Review RPI Strategic Plan to coordinate regional goals with Kentwood	Annual review of RPI Strategic Plan (update from R. Thelen)	EDC, RPI	Annually
Review Division United Toolkits-summarize for public use	brochure and digital brochures summarizing toolkits	EDC/Planning	Q4 2021
Develop business assistance hotline; directory of small business service	provide phone number on website for business help	EDC/City	Q3 2021

### COMMUNICATION

TASK OR ACTIVITY	METRICS OF SUCCESS	WHO	TIMING
Take stock of who is in Kentwood	business listing through Clerk/EDP	EDP, CLERK	annually
Top 30 businesses list	EDP/Clerk, annual business list w email	EDP, CLERK	annually
Community newsletter-develop version for developers, realtors, engineers	business listing through Clerk/EDP	EDP, CLERK	annually
Continued/improved social media presences	Sabo PR-cont. posts Facebook, Twitter, etc.	Sabo PR	on-going
Develop Cost of Doing Business Survey	regular input back to the city	EDC	ongoing, report 2 years
Identify organizations w interest in loan/brownfield/other programs	information sent to organizations, response	Programs/Dev	on-going
Share Division United information/toolkits	City staff share info w property owners	Corridor Dev	Q4 2021
	number of inquiries/number of projects	Corridor/Dev	Q4 2021
Communicate w high schools re career opp w local businesses	EDC members EDP-# business @ Future Fest	Education/Opp	annually
Communication w JA -see facility; use of the entrepreneurial center	Tour facility, understand potential role for EDC-report to CC	Education/Opp	2021
Communication with GRCC/MI Works to understand offerings	Meeting with EDC to discuss potential role	Education/Opp	2021
Ensure that business assistance info reaches all	invitation to minority/woman-owned business to attend EDC	Programs/Dev	2021, ongoing
Key businesses come to EDC meetings to give overview of their business/ind	One stakeholder meeting per year	EDC	annually
Business roundtable	Communicate findings to CC	Programs/Dev	annually
Advertise successes/unique businesses in Kentwood	Share articles re: Trader Joes, Whole Foods to highlight unique business	EDC/Sabo PR	annually
Step sheets for Brownfield Funds	Step sheet created and on website	EDP, Sabo PR	Q3 2021
Report on retail/office absorption rates to CC	EDC report based on trends, vacancy rates, absorption rates	EDC et al	annually
Business Award Program	EDC event-recognition of accomplishments of business	Comm. Engage	every 2 years

### BUSINESS TOOLS

TASK OR ACTIVITY	METRICS OF SUCCESS	WHO	TIMING
Create a DDA or CIA	CIA created-Kentwood City Comm/City of Wyoming	Program/Dev	2022-2023
Business visits	4 visits a month-EDP	EDP	4/month
expand incentive programs	At least one additional program created-EDC	EDC/CC	2022
Make better use of Entrepreneurial Center	Center has dedicated hours for community use	Education/Opp	2022
	information provided in center is updated with current info	Education/opp	2022
	assess interest in business counseling through GROW, SBDC	Education/Opp	2022
	sign-in tracking use of Entrepreneurial center	Education/Opp	2022
Post-Covid assessment of programs	determine ongoing need for open air activities and signage	EDC/PC/CC	Q3 2021
Invite owner/realtor 52nd/Eastern to EDC meeting	meeting with property owner	Comm. Engage	Q2 2021
Seminars for start ups-legal, finance, etc. SCORE, GROW	Host one seminar per year in conjunction with SCORE, GROW, etc.	Education/Opp	annually
Revamp RLF guidelines-list of participating banks, contacts	Revised guidelines presented and approved	Programs/Dev	Q4 2021
	List of participating banks established	Programs/Dev	Q3 2021
Division Avenue-Commercial Loan Program	Revamp program to ensure usability	Corridor Dev	2022
	Host incremental dev workshop, Wyoming/Kentwood	Corridor Dev	Q1 2022
	create digital brochure for Division Avenue micro loan	Corridor Dev	Q1 2022
New micro loan program	Determine if adequate funds for new loan program	Programs/Dev	Q1 2022
liquor license-additional quota licenses	review standards for quota license approval	EDC/CC	Q3 2021
Promote Brownfield Redevelopment Authority	Create application and step sheet	EDP	Q3 2021
Continue support of Right Place, Inc for business attraction	Annual funding support for Right Place	EDC	ongoing
Encourage use of food trucks/open air businesses to spur development	EDC to Promote review/ support	EDC/PC/CC	Q3 2021