

 <p>GBEDC Strategic Plan 2016-2019</p> <p>Our Vision: We will be a broad-based, public/private partnership that creates a common focus for economic development activities in Greater Beloit.</p> <p>Our Mission: The mission of the Greater Beloit Economic Development Corporation (GBEDC) is to act as the primary organization coordinating, facilitating, and implementing economic activities in the Greater Beloit area.</p>	Completion Date/Goal	Status/Comments
Strategy 1: Long-Term Sustainability.		
1.0 - Develop long-term financial plan		
•Plan for Gateway land sales to impact long-term income	Ongoing	Plan adopted May 2016
•Manage Gateway Master Plan (potential additional income)	Ongoing	Ongoing communications with targeted property owners
•Enhance/Increase Investors income	Ongoing	Investorship up by 3 and income up 1%
•Diversify income sources/reduce costs	Ongoing	Vision Beloit Lease renegotiates - substantial cost savings
1.1 - Develop long-term leadership transition plan		
•Identify prospects for Board and Committees	Ongoing	Planning underway for 2019
•Identify candidates for leadership positions	Fall 2018	Planning underway for 2019
•Enhance efforts to increase diversity on Board and Committees	Ongoing	African American addition, YP addition in 2018
•Manage, monitor and implement Strategic Plan	Goal November 2018	
Strategy 2: Business Retention/Expansion.		
2.0 - Continue formal Business Retention/Expansion program		
•Conduct 4 Business Retention/Expansion visits in Greater Beloit per month	Ongoing	288 interviews conducted in Rock County will meet local annual goal of 24
•Populate and manage Business Retention/Expansion database	Ongoing	
•Use information gathered amongst Partners as appropriate	Ongoing	Focus in 2018 on workforce programs
2.1 - Build existing Industry sectors		
•Determine common needs and critical resources of existing clusters	Ongoing	Considering Anaerobic Digester project to support food processing cluster
•Continue a targeted marketing campaign to develop clusters	Ongoing	Chicago Target Campaign
•Support networks around important issues of cluster companies	Ongoing	Workforce impacting all sectors
•Nurture the development of emerging clusters	Ongoing	High tech and call centers continue to emerge
2.2 - Maintain an "Industry Standard" website		
•Update site as needed	September 2018	Launched site refresh September 2018
•Link site with economic development partners	Ongoing	
•Benchmark against competitors	Summer 2018	SEO efforts underway
2.3 - Small Business Development		
•Collaborate with Chamber and Downtown Beloit to retain and attract retail & commercial businesses	Ongoing	
•Provide incentives, information and technical assistance as appropriate	Ongoing	Partnered with Rock County 5.0 and gBETA
•Maintain small business tab on website	Ongoing	
•Use Irontek as a resource for entrepreneurial development	Ongoing	Irontek Expansion complete in November 2018
•Use gBETA as a resource for entrepreneurial development	Ongoing	
•Use Janesville Innovation Center as a resource for entrepreneurial development	Ongoing	
•Consider using the Commons as a resource	Summer 2018	Intro meeting held June 2018
2.4 - Support efforts to improve the image of Beloit		
•Enhance the image of Greater Beloit	Ongoing	Community Video of Life under production

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•Support thisisbeloit.com website	Ongoing	
2.5 - Link local manufacturers to technical assistance resources		
•Maintain connections with the Blackhawk Technical College, Advanced Mfg. Center, Small Business Development Center , UW Extension, Wisconsin Manufacturing Extension Partnership, etc.	Ongoing	
Strategy 3: Business Attraction.		
3.0 - Continue to market land available for development		
•Promote sale of land and development of the Gateway Business Park	Ongoing	
•Promote sales of vacant industrial land in the Town of Beloit	Ongoing	Town reengaged with GBEDC
•Promote the sale of vacant residential land throughout Greater Beloit	Ongoing	RFP for Gateway Multi-Family land distributed negotiating with prospect
•Identify and promote shovel ready sites	Ongoing	
•Inventory/Market redevelopment/Brownfield sites	Ongoing	Working to develop coalition to support an IEAP Brownfield Assessment grant in 2019
•Maintain database of available commercial and industrial properties in Greater Beloit	Ongoing	
3.1 - Continue to update and refresh incentive toolbox		
•Maintain/communicate Web information and written materials on local and state incentives	Complete	
3.2 - Consider development of Angel Investment Fund for the region		
•Research and collaborate with existing Angel Funds networks in Midwest	Target 2019	
•Consider convening an investment relations group to asses potential for success	Target 2019	
3.3- Support Beloit Casino Project		
•Reaffirm resolution of support	Complete	Public hearing set for December 11th
•Participate in and promote Ho-Chunk Nation's "Built by Beloit" Program	Ongoing	
Strategy 4: Workforce Development.		
4.0 - Support Business-Education Partnerships		
•Continue to support Business Education Partnership initiatives.		
-Career Fair,Practice Interviews, Reality Store,Internships, Financial Literacy, Connections Event, etc.	Ongoing	
•Share education and workforce information from BRE visits as appropriate	Ongoing	
•Support all regional workforce skill training programs	Ongoing	
•Support Inspire Rock County project/Career Cruising	Ongoing	
•Participate in the Talent Recruitment Consortium	Ongoing	
•Support Community Concierge Programs	Ongoing	Community Concierge programs to continue into 2018/ new Concierge
•Collaborate with Southwest WI Workforce Development Board	Ongoing	
•Utilize Blackhawk Technical College Workforce Development Resources	Ongoing	
•Consider launching new Workforce programs	Complete	2 new programs launched will be expanded in 2019
•Follow and advocate for WEDC Workforce legislative agenda	Ongoing	
4.1 - Develop a pool of young, diverse leaders involved in planning for Beloit's future		
•Encourage the recruitment of minorities and young professionals through the Leadership Development Academy Program and Rising Young Professionals Program	June 2018	YP Member added to Board

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Strategy 5: Community Development.	Completion Date/Goal	Status/Comments
5.0 - Support development of the City Center		
•Support implementation of City Center plan	Ongoing	
•Support implementation of Downtown plan	Ongoing	
•Support development of nature at the confluence project	Ongoing	
•Support Beloit Memorial High School Campus Plan Development	Ongoing	Phase I Approved -Welcome Center under construction
5.1 - Have an awareness of municipal comprehensive plans, including but not limited to, City of Beloit, South Beloit, Town of Beloit and Town of Turtle		
•Obtain and review copies of comprehensive plans for participating communities	Ongoing/Goal 2019	Current material dated - reconsider activity
5.2 - Encourage continued enhanced code enforcement		
•Be aware of code enforcement methods in current use to make rental owners more responsive to property upkeep	Ongoing	
5.3 - Continue work to make construction design standards flexible		
•Continue to encourage fast, consistent permitting	Ongoing	
5.4 - Encourage the promotion of home ownership-Market sites (Gateway/Riverbend)		
•Promote home ownership through consumer education, home buying incentives and resource awareness	Ongoing	
Strategy 6: Leverage Partnerships.		
6.0 - Maintain relationships with regional leaders to support balanced sustainable growth		
•Encourage conversations with elected officials from various units of government throughout the region to find shared areas for cooperation	Ongoing	
•Support sustainability programs	Ongoing	Downtown EV Charge Station to be constructed by year end
•Pool scarce resources with other County and community agencies to collectively promote/market the County	Ongoing	
6.1 - Continue regional collaboration		
•Participate in Rock County Development Alliance, Madison Region Economic Partnership, I-39 Logistics Corridor Assn., activities, etc.	Ongoing	
6.2 - Develop and promote a legislative agenda that supports Economic Development		
•Continue legislative efforts to develop Economic Development incentives for WI that would equalize tools in other states	Ongoing	
6.3 Continue to monitor the emergence of national and regional economic development trends		
•Continue International Economic Development Corporation membership; attend Wisconsin Economic Development Association conferences; monitor trends	Ongoing	
•Build on staff economic development knowledge and expertise	Ongoing	
6.4 - Continue to collaborate with the Rock County 5.0		
•Continue to support Rock County 5.0 initiatives	Ongoing	
6.5 - Encourage the collaboration amongst local non-profits to enhance efficiencies in the delivery of services		



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Strategy 7: Infrastructure Development.		
7.0 - Support the plan and development of regional infrastructure such as water, sewer, roads, rail, air, and utilities		
•Monitor Stateline Area Transportation Study plans and advocate as appropriate the need for future local and regional infrastructure that supports business and the regional economy	Ongoing	
•Support the expansion of the Riverside Energy Project	Ongoing	Project over 50% complete
•Continue to support the I-39/I-90 expansion project.	2018-2023	Assisting the I-90 Businesses Connection
•Support Milwaukee Road Improvement Phase I	Summer 2018	
•Support Powerhouse project	2018 Construction Completion 2019	
•Support Gateway water extension project	Goal 12/31/18	Under Construction
•Support sustainable energy solutions	Near Completion	EV charging station to be installed downtown
Strategy 8: Residential Development		
8.0 - Support multi-family housing development		
•RFP for Gateway multi-family site prepared and released	Complete	Working with responding developer
8.1 - Support single-family housing development		
•Position and prepare Gateway site for future market rate housing	Ongoing	Master plan created. Water being extended.