

BUSINESS EXPANSION AND RECRUITMENT \$1,150,000

MISSION: Attract and retain businesses that provide knowledge-based jobs and increase capital expenditures in the Brookings area.

ACTION PLAN:

- ◆ Develop a private-sector, investor-driven **Incentive and Opportunity Fund**, including funds for possible land acquisition, revolving loan funds and other incentives for well qualified existing or new businesses seeking to establish or expand operations in Brookings County.

(Disbursements from this fund will be based on performance standards, accountability and development needs as recommended by the **Board of Advisors**—an oversight committee consisting of major investors.)

- ◆ Develop a marketing plan capitalizing on the research capabilities of SDSU by directing advertising dollars to trade journals and periodicals for specific business categories that are consistent with the strengths of the University. In other words, the plan is to sell Brookings greatest strengths to those most likely to be in need of their expertise.
- ◆ Develop a new internet website to provide information to businesses considering relocating to the Brookings area. The site will contain information on available land and buildings as well as general information about the community, and will be linked to *BrookingsSD.com*.

MEASURABLE OBJECTIVES:

- Establish guidelines, performance standards and criteria for the **Incentive and Opportunity Fund** by December 2006.
- Recruit at least one regional “back-office” operation to provide more robust employment opportunities for spouses by January 2008 and another by January 2010.
- Establish both a revolving loan fund and a permanent fund by December 2007.
- Provide financial assistance to at least ten (10) well-qualified local and/or new growth businesses by December 2010.
- Attract at least ten (10) knowledge-based businesses and/or entrepreneurs with growth potential as a result of the direct strength-based marketing campaign by December 2010.