

Colusa County Economic Development Roadmap

Strategy 1: Preparing to Go to Market

- Tactic 1.1 Site Inventory / Development
 - Action 1. Inventory Sites and Buildings
 - Action 2. Improve Sites
- Tactic 1.2 Building Readiness
 - Action 1. Commercial and Industrial Buildings
 - Action 2. Retail, Commercial, Downtown
- Tactics 1.3 Incentive Offerings
 - Action 1. Document Statutory Incentives
 - Action 2. Document Local Incentives
 - Action 3. Populate Website
 - Action 4. Use in Client Proposals
- Tactic 1.4 Business-Friendly Government
 - Action 1. Elected Officials Training
 - Action 2. Keys to Successful Economic Development
 - Action 3. Staff/Front Counter Training
- Tactic 1.5 Assemble and Organize Information
 - Action 1. Site Selection Data & Business Resources
 - Action 2. Sites and Buildings
 - Action 3. Development Process
- Tactic 1.6 Tools
 - Tactic 1.6a Contact Database
 - Action 1-2. Purchase Exec Pulse & Train
 - Action 3-4. Upload Content & Maintain
 - Tactic 1.6b Economic Development Resource Website
 - Action 1. Purchase EDsuite and Initiate Design
 - Action 2. Site Map & Navigation
 - Action 3. Programming
 - Action 4. Training
 - Action 5. Upload Content
 - Action 6. Maintenance of Content
 - Tactic 1.6c Online Proposal System
 - Tactic 1.6d Comparative Operating Cost Analysis

Strategy 2: Business Retention and Outreach

- Tactic 2.1 Primary Employer Visits
 - Action 1. Database of Local Companies
 - Action 2. Pre-visit Preparation
 - Action 3. Face-to-Face Meetings
 - Action 4. Follow-up
 - Action 5. Tracking and Contact Management
- Tactic 2.2 Retail Business Workshops
 - Action 1. Select Workshop Topic
 - Action 2. Organize Workshops
 - Action 3. Promotion of Workshops
 - Action 4. Gather Feedback

Strategy 3: Primary Business Attraction

- Tactic 3.1 Understand Target Industry Sectors
 - Action 1. Research Industries
 - Action 2. Align Industry Targets
- Tactic 3.2 Key Messages and Proof Points
 - Action 1. Adopt Key Messages
 - Action 2. Finish and Expand Proof Points
 - Action 3. Hold Worksession with Team
- Tactic 3.3 Lead Generation and Client Handling Procedures
 - Action 1. Lead Point of Contact
 - Action 2. Lead Generation
 - Action 3. Company Research
 - Action 4. Proposals
 - Action 5. Client Meetings
 - Action 6. Site Visits
 - Action 7. Follow-up
 - Action 8. Project Debrief
 - Action 9. Celebrate Wins

Strategy 4: Vibrant Retail Development

- Tactic 4.1 Signage
 - Action 1. Clean Up
 - Action 2. Gateway Signs
 - Action 3. Wayfinding Signs
- Tactic 4.2 Retail Response Piece
 - Action 1. Retail Market Analysis
 - Action 2. Response Piece
- Tactic 4.3 Retail Marketing Strategy
 - Action 1. Understand Target Retail Sectors
 - Action 2. Reach Regional Brokers
 - Action 3. Leverage Other Marketing
 - Action 4. Assist Existing Retailers

Strategy 5: Tourism/Visitor Program

- Tactic 5.1 Documenting Colusa County Experiences
 - Action 1. Inventory Venues and Events
 - Action 2. Make Connections and Linkages
 - Action 3. Updates
- Tactic 5.2 Marketing Colusa County Experiences
 - Action 1. Promote and Connect Experiences on Colusa County E.D. Resource Website
 - Action 2. Build and Maintain a Kiosk in Each Community

Strategy 6: Implementing and Managing the Strategy

- Assemble Team/Volunteers
- Establish Timeline & Milestones
- Dedicate Resources to Funding
- Track, apply and administrator grants