1st 100-day Economic Development Plan

Josh Metz
Economic Development Coordinator
Overview

- Build on Regional Economic Strengths
- Hold Stakeholder Meetings
- Attend Conferences
- Support Regional Initiatives
- Develop Success Metrics

- Launch ED Focused Social Media/Website
  - @OrdForward
- Draft Strategic ED Action Plan
  - Quarterly Updates
  - October meeting
- Transition RUDG/Trails Planning
Regional Economic Engines
Meetings to date
Conferences

- FORA Presence
- Opportunity identification
- Networking

ANCHORAGE 2015 ANNUAL CONFERENCE OCTOBER 4-7
Focus Workshops

- Quarterly
  - ½-day
  - Action Plan Oriented
- Industry Sector focus
  - Overview – BMP
  - What We Have
  - What We Need
- Build on Economic Strengths
Success Metrics

- Job Creation/Retention
- Business Creation/Retention
- Investment Volume
- Partnerships
- Project Metrics
- Web/Social Media Analytics
Jobs Survey

Potential former Fort Ord Jobs 2014-2020 at 3% gr

*Baseline from 2014 FORA Annual Report
• Web / social media
• Curated economic development content
• Connecting people, ideas, and information
Quarterly Updates
Ongoing collaboration with jurisdiction staff & other partners
Ideas, communications, action
Tweets @OrdForward
Web OrdForward.com (coming soon)