

## ECONOMIC DEVELOPMENT STRATEGY ACTION PLAN - LDFA

| Goals & Actions                      | Target Implementation  | Additional Partners                    | Deliverables  | Tracking Success   |  |
|--------------------------------------|--|--|---|--|--|
| <b>FOSTERING ENTREPRENEURSHIP</b>    |  |  |   |  |  |
| 1                                    | Continue to host quarterly business meetings, led by the Mayor: Mayor's Business Council (MBC) and invite new high-tech start ups. This C-level forum creates great business opportunities for all | ongoing                                | Mayor; RRC  | Quarterly meetings   | attendance rate/sales or partnership transactions/ feedback from MBC members and entrepreneurs       |
| 2                                    | "Adopt a start-up for a year" The Mayor selects a local start-up business that is invited to attend all MBC and RHISE meetings, details: tbd   | annually, starting January 2022        | Mayor; RRC  | Business success future employer   | track business development of supported start-up company   |
| 3                                    | Fund Rochester Regional Chamber Scholarship Program  | 2022, ongoing                          | RRC   | free chamber membership to targeted businesses                                     | business/chamber connections   |
| 4                                    | Program: PIVOT CONSULTING: Small Business  | 2021, ongoing                          | RRC, SBDC, Oakland County,  | free, limited, advisory and counseling on topics of marketing, cash management, HR | business growth and feedback   |
| <b>NATIONAL MOVERS &amp; SHAKERS</b> |  |  |   |  |  |
| 1                                    | Identify / define Movers & Shakers to attract more of them to the city via media, conferences, trade organizations   | ongoing/scheduled conferences - 2 year | retail associations/industrial associations/national & global media/economic development partners | knowledge of trends, forecasts, "good" companies                                   | leads/economic development success stories/better data for forecasting economic development strategy |
| 2                                    | Maximize our digital footprint in order to court future businesses. Rochester Hills' assets need to be "findable" in the world of social media and websites.                                       | ongoing                                | MIS   | website  | visits to PED website  |

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| 3   | Develop relationship/message w/ site selection consultants  | 2023                  | Oakland County/MEDC/DRP/Site Consulting firms  | meetings/sponsor or attend events/shared marketing messages and materials                                    | leads/economic development success stories/better data for forecasting economic development strategy |
| 4   | Complete Rochester Hills Supply Chain survey to identify targeted customers and suppliers for attraction prospects        | 2021/2022             | MBC/consultant/Oakland University/OCC/Oakland County/MEDC  | find common customers and suppliers among RH companies   | leads/economic development success stories/marketing of RH companies                                 |
| <b>INTERNATIONAL BUSINESS DEVELOPMENT</b> |   |                       |  |  |  |
| 1   | Join international chambers and visit target group specific industry trade shows to attract more international businesses | ongoing               | FACC/GACC/BABC/APACC/Automation Alley  | bring global attention to Rochester Hills  | leads/economic success stories/engagement & feedback from existing foreign-owned firms               |
| 2   | Rochester Hills Economic Development Website - offer content in multiple languages  | completed 2021        | MIS  | global message   | visits to PED website  |
| 3   | Promote concepts like the "French Corner" and look to other international companies to create their own "corner"          | ongoing/2022          | International organizations and chambers/RH foreign-owned businesses/economic development partners | potential other "corners/marketing materials/meetings/event sponsorship                                      | number of businesses at these incubators/publicity and global promotion of RH                        |
| 4   | Targeted business delegation trips or visits  | 2022                  | chambers/MEDC/DRP/Oakland County/Automation Alley/RH companies                                     | host events/meetings with visiting delegations/web meetings/business development trips to targeted countries | leads/economic development success stories   |
| <b>TALENT AND WORKFORCE</b>               |   |                       |  |  |  |
| 1   | Create marketing campaign: "What makes RH the ideal place to live & work"   | 2021/2022             | Mayor's Office   | flyer/social media/website   | number of new leads, company and talent feedback   |

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| 2                                     | Continue with "Cool Places to Work in Rochester Hills" - campaign   | ongoing               | MBC/Mayor's Office  | event/marketing materials/social media               | low employee turnover at RH companies, new residents, public recognition of RH and its companies |
| 3                                     | Create profile of Rochester Hills area workforce: demographics, work ethics, psychographics, motivators and compare to other communities and states   | 2022                  | SEMCOG/OU/OCC/RU/HR consultants                               | data to provide to partners, prospects and companies | consultant and company feedback  |
| 4                                     | Annual Rochester Hills job speed dating event at City Hall  | 2022                  | RH businesses/high schools/OU/RU/OCC/Oakland County Workforce | annual talent event                                  | number of matches  |
| 5                                     | Homecoming campaign   | 2022                  | RH businesses/high schools/OU/RU/OCC/Oakland County           | social media/event/marketing materials/meetings      | new residents/employees  |
| 6                                     | Engage with MichAuto Discover Auto Talent Initiative campaign   | 2021/2022             | MichAuto/RH companies   | event/marketing materials/social media               | industry knowledge of RH   |
| <b>DEVELOPERS AND PROPERTY OWNERS</b> |   |                       |   |  |  |
| 1                                     | Annual Focus Group - discussion with industrial, residential, and retail property owners. Topics to be discussed: programs, marketing ideas, development opportunities, any future investments/trends | 2021                  | property owners/associations                                  | annual focus group event                             | number of new lease / rental contracts   |
| 2                                     | Host webinars/expert events on property management tools, trends, resources   | 2022                  | RRC/associations/real estate experts/building and assessing   | webinars/events                                      | responses from landlords or businesses   |
| 3                                     | Establish a matching grant program for the installation of EV charging stations   | 2022                  | FRC company, utilities, MEDC                                  | grant program  | visits to charging stations  |
| 4                                     | Grant that provides property owners with air quality testing reports  | 2021                  | Expert Lighting Group   | grant program  | property reports   |

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| 5               | Develop campaign for RH Opportunity Zone in order to draw attention to local investment opportunities | 2021                  | Oakland County/MEDC | marketing materials/website                             | property sales   |
| 6               | Recycling program for businesses  | 2022                  | GFL                 | program that offers rewards to businesses for recycling | reward points    |