

SUPPORT FOR ENTREPRENEURSHIP

\$390,000

MISSION: Support and encourage new business startups that demonstrate originality and growth potential.

ACTION PLAN:

- ◆ Recognizing that entrepreneurs need office/laboratory space to develop new ideas as well as a business address to provide prospective customers, *Vision Brookings 2010* proposes to maintain its commitment to a business incubator/accelerator. Funds are designed to provide marketing materials, initial space construction/renovation, reducing lease expenses, high-speed telecommunications and website maintenance. Businesses with high-growth potential will receive assistance in developing a strong business plan and expertise on marketing their new business. In light of the fact that more than 80 percent of all new jobs nationwide are created by businesses with five or fewer employees, it is imperative that Brookings provide as much assistance to growth companies as possible.

MEASURABLE OBJECTIVES:

- Provide direct business planning and marketing assistance to at least eight (8) newly established growth companies by December 2010.
- Provide incubator space, renovation expenses, and high speed telecommunications for at least six (6) newly established growth companies by December 2010.

WORKFORCE DEVELOPMENT

\$300,000

MISSION: Provide a marketing plan that attracts and retains talented employees.

ACTION PLAN:

- ◆ Establish a special marketing effort, in cooperation with the SDSU Alumni Association and local high school reunion organizers, touting the virtues of Brookings and encouraging former students to make the community a part of their future. A special effort will be made to attract SDSU and local high school graduates who no longer live in the area, but may be ready to return seeking a potential site to open a business, or a safer community to raise children.
- ◆ Develop a workforce retention and relocation program including marketing materials to help supply a high-quality workforce for local employers. This includes examining the need for housing and other components of labor force attraction.