

MEASURABLE OBJECTIVES (Workforce Development):

- Increase the net population of Brookings by at least 24 households per year for 2007, 2008, 2009 and 2010.
- Produce at least one new brochure with colorful, descriptive material designed to attract entrepreneurs, professionals, and young families to the community by December 2006.
- Conduct with the assistance of the SDSU Alumni Association and local high school re-union organizers at least one direct mail appeal to a targeted group of alumni by December 2007.

ADMINISTRATION / INVESTOR RELATIONS \$160,000

MISSION: Provide oversight, accountability and communications for all investors.

ACTION PLAN:

- ◆ Provide funds to pay for the administrative expenses of **Vision Brookings 2010**, including expenditures for brochures, supplies, and equipment. Provide funds to implement a strong Investor Relations program designed to provide feedback to investors over the next five years. This program is designed to keep **Vision Brookings** investors aware of how campaign funds are being used and the results of the expenditure of those funds.

MEASURABLE OBJECTIVES:

- Conduct quarterly Investor briefings on the activities of *Vision Brookings 2010*.
- Produce five Annual Reports for Investors beginning in December 2006.
- Produce a periodic newsletter to investors listing activities and new developments.
- Provide an “early bird” newsletter with information for investors desiring to establish a business relationship with companies new to the area.