

ESTIMATED WORK PLAN – 1 DAY PER WEEK

Community Marketing – 40 hours

- Create/update community marketing plan(s): update data and information, produce new and/or updated handouts and materials.
- Implement marketing plan(s).

Community Outreach - 40 hours

- Meetings/presentations to and with community and regional organizations

Revolving Loan Fund/ Other Programs– 30 hours

- Review and update any applications, marketing materials and the like. Follow-up with current accounts and provide information for inquiries.
- Promote and educate the public on the availability and use of various economic development programs available to them.

Specific Projects – 90 hours

- Develop contacts, initial meeting, develop and assemble appropriate materials and project information for specific projects.
- Varies depending on the level of interest from prospective parties, minimal interest 15 (hours aprox.), low to moderate interest 15 – 50 hours (aprox.), moderate to high 50 hours +

Grant Research and Grant Writing – 65 hours

- Research, develop and assemble appropriate materials and project information.

Business Retention & Expansion (BR&E) Study – 50 hours

- Develop survey, interview individual businesses, analyze survey results, report, and follow-up.

Administrative/Meeting Time- 24 hours

- Approximately two hours per month are spent attending board meetings.
- In many communities CEDA also carries out the administrative functions of the EDA including setting the agenda, assembling agenda packets, taking minutes, etc... This would require additional hours.

Unexpected Work with Businesses and Prospects – 77 hours

- Assist individual businesses and prospects with EDA/City programs, research, business/marketing plan assistance, loan packaging, financial analysis, and other general business questions. On an as-needed basis.

Because of the fluid nature of economic development, perhaps a quarter of an economic developer's time gets utilized by work that develops organically on an "as-needed" basis. For example, a prospect calls and says they want to undertake a project, or after a meeting a business owner says they have X, Y, & Z issues they would like help with. Individually, time spent with each unexpected project is usually small, maybe 6-10 hours, but over the course of a year it can add up. Communities with mature economic development programs typically see even higher numbers of hours utilized by such unexpected projects with businesses as businesses in the community recognize and begin to more heavily use the EDA as a resource that can help with virtually any business question/issue that might arise, whether in good times and in tougher times. As immediate needs of prospects and/or existing businesses always take precedence over long-term projects, hours actually utilized by unexpected work generated by walk-ins are shifted to long term projects (planned or developing new) as time allows.

All projects are estimated at a standard level. Depending on specifics of each project, hours may decrease or increase. All projects are at the direction of the contracted Board.

Total Hours: 416