

anthem

community council

Economic Development Committee 2017 Work Plan

The ACC, through collaboration with the EDC, is committed to supporting existing and new businesses within our community. We foster this notion with well-maintained, aesthetically pleasing amenities and targeted business programs including education, services, interaction and engagement. The focus of the EDC is not to fill vacant commercial spaces, but rather to ensure that the business information and processes that we manage are top notch. It is our belief that these actions are necessary to foster business growth and development in Anthem.



COMMUNICATION	BUSINESS ROUNDTABLES (BRT)	INTERACTION & ENGAGEMENT
<ul style="list-style-type: none"> • Act as a conduit and advocate between local businesses and the ACC. • Communicate with local business via regular email and in person. • Increase number of businesses receiving eNews and attending business roundtables. • Strategize periodic regional/ statewide/ national advertising and/or features to promote economic opportunities. • Keep website content fresh and evolving. • Maintain commercial properties database. • Update community profile/demographics. • Explore a folder (like new resident folder) for branded materials, demographics, etc. that can be given to new and interested businesses in Anthem. 	<ul style="list-style-type: none"> • Host periodic roundtables to share information with and gather feedback from local businesses. These are also an opportunity for local businesses to interact and engage with each other in support of a vibrant, cohesive business community. • Explore adding a third roundtable OR a focused workshop/seminar in addition to roundtables. • Follow up with attendees following BRTs to gather feedback; Use feedback from BRT to develop focused content. 	<ul style="list-style-type: none"> • Explore mentorship program with AYAC. • Groundbreakings, ribbon cuttings • Work collaboratively with community partners such as the Chamber of Commerce to join forces in order to advocate for and support local business. • Provide valuable input into the process, recommendations AND selection of the ACC annual business award winners, in collaboration with the Chamber of Commerce. • Promote opportunities for businesses to get involved (i.e. Chamber, networking groups).

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