



2022-2024

## Strategic Plan

### Mission

To be the leading economic development organization in the Greater Oshkosh area driving collaboration, existing business development, attraction, and business startups.

### Vision

The Greater Oshkosh area and Winnebago County will build upon its strong economic base of existing industries, diversify the economic base by encouraging new industries, and improve the regional quality of life.

### Values:

1. Leadership
2. Responsiveness
3. Accountability
4. Innovation
5. Collaboration

## I. BUSINESS RETENTION AND EXPANSION

*Staff Owner: Kathy Griese/ Art Rathjen*

*Future State: GOEDC is connected to the businesses in the area and has a comprehensive knowledge of their issues.*

- A. Implement multi-channel approach to BR&E visits.
- B. Establish GOEDC as premier resource and develop programming to sustain and grow existing businesses in region.
- C. Utilize CRM to track and report business engagements and trends.
- D. Strengthen collaborations with local economic development partners.

## II. WORKFORCE DEVELOPMENT AND RETENTION

*Staff Owner: Teresa Martinez/Tricia Rathermel*

*Future State: Maintained, adapted, and seen growth in our workforce to meet the needs of the current and future economy.*

- A. Study and assess current workforce and barriers to employment.
- B. Grow and support employment solutions through programs and partnerships.
- C. Support infrastructure that allows for healthy workforce development.
- D. Improve diversity and inclusion within all aspects of workforce development.

## III. ENTREPRENEURIAL GROWTH

*Staff Owner: Kathy Griese/Tricia Rathermel*

*Future State: Expanded support and financial opportunities for startup and early growth businesses.*

- A. Develop entrepreneurs through local resources and consulting.
- B. Finance entrepreneurs with programming and increased capital opportunities.
- C. Expand reach regionally through partnerships and funding.

## IV. TARGETED INDUSTRY AND COMMUNITY DEVELOPMENT

*Staff Owner: Tricia Rathermel/Andrea Fietzer*

*Future State: Core areas of our community are equipped to receive and support businesses from key industries.*

- A. Continue efforts to enhance quality of life and attractiveness of Greater Oshkosh market.
- B. Proactively partner with regional economic development agencies.
- C. Attract and develop advanced manufacturing, aviation, technology, and medical sectors.

## V. OPERATIONAL EXCELLENCE

*Staff Owner: GOEDC STAFF*

*Future State: GOEDC is operationally sustainable and growing.*

- A. Invest in staff development and training with succession planning for continual success.
- B. Continually improve process and procedures for improved efficiency.
- C. Maintain engagement and development of Board of Directors and internal program committees.
- D. Build upon resource development and GOEDC Foundation for financial stability and organizational growth.