



## **The Value of Investing in Wilmington Business Development Programs and Strategies**

Wilmington Business Development works to diversify and grow Greater Wilmington's economy by bringing quality jobs and companies to the region. Wilmington Business Development members, investors and partners reap the benefits of these efforts in the following ways:

- A broader array of professional opportunities in the region supports the efforts of existing companies to recruit and retain world-class talent. Top-quality executives, specialists and managers seek meaningful employment options for “trailing spouses” when weighing job offers that require relocation.
- Successful economic development efforts boost local tax-base through the addition of new companies and residents, thus broadening the foundation upon which critical local government services such as public safety and education can be funded.
- In promoting the region to corporate decision-makers around the globe, Wilmington Business Development highlights the success of companies with Greater Wilmington, which spurs residual branding and marketing benefits for them.
- Leadership in local economic development efforts demonstrates a company's commitment to the surrounding community, a positive indicator that employees, customers and investors use to assess the company's overall quality and gauge the confidence a company has in its own future.
- Investing in Wilmington Business Development enables the organization to continue serving as a convenient portal for direct interaction between top corporate officials and local governments, colleges and universities, secondary education, health institutions and community development entities.
- Wilmington Business Development activities and events afford corporate leaders valuable opportunities to be informed about key trends and business development opportunities, thus elevating the efficiency and competitiveness of the region's business community.
- Visible support by companies of results-driven organizations such as Wilmington Business Development encourages employees to be similarly engaged in programs that improve the region's quality of life.