



Wilmington Business Development (WBD)

“Promote. Retain. Recruit.”

WBD’s vision is to promote a diversified regional economy through the retention and growth of existing employers and the recruitment of responsible business investment.

Strategic Objectives

WBD works to advance its vision for the regional economy via three principal program activities:

◆ **Promote:** WBD will actively engage in internal and external marketing and advocacy that effectively promote and improve the region, its economic assets, business interests and quality-of-life.

Priorities

- *Business Climate Advocacy* – WBD will focus intra-regional communications and educational efforts aimed at effecting pro-business public policies by county and municipal governments in the region and by state and federal governments as these policies relate to Greater Wilmington’s economy.
- *Private-Sector Leadership Development* – WBD will cultivate vocal and visible leadership capability from Greater Wilmington’s business community. Participation by the regional business leaders will manifest itself in financial support for WBD, issue advocacy, technical expertise and other aspects of the economic development process, as needed.

- *Ally and Partnership Development* – In order to promote the region in the most effective and efficient way, WBD will forge constructive relationships with allies and partners inside and outside the region, including economic development organizations, educational providers, governmental and quasi-governmental agencies, commercial real estate professionals and location consultants.
- *Internal Outreach and Education* – WBD will focus communications, media engagement and relationship-building activities on audiences and stakeholders inside the region to inform and educate the general public on the importance of a competitive business climate and a growing, diversified regional economy.

◆ **Retain:** WBD will endeavor to support existing corporate residents of Greater Wilmington and the jobs they represent.

Priorities

- *Feedback and Intelligence Gathering* – WBD will seek input from existing companies about their strategic business needs and how the organization and region can facilitate their ongoing success.
- *Location Service Delivery* – WBD will provide confidential, high-quality project management assistance to existing companies undertaking expansion or consolidation plans.
- *Cluster Development* – WBD will facilitate contracting, purchasing and business partnership opportunities among WBD members and existing corporate residents designed to enhance the region's competitive posture.

◆ **Recruit:** WBD will aggressively deploy outreach tools in globally showcasing Greater Wilmington as a destination for high-quality economic investors.

Priorities

- *Market Intelligence* – WBD will perform or obtain credible research and economic analyses which to base its global marketing strategies, outreach tools and recruitment programs.
- *Lead Generation and Client Development* – WBD staff will collaborate with members, partners and allies to gather qualified leads and establish client contact in target industry clusters.
- *Project Management and Technical Assistance* – WBD will assist clients and consultants in overcoming obstacles to their selection of Greater Wilmington as an expansion, relocation or start-up destination.
- *Program Participation* – WBD will harness private-sector financial resources, leadership and contacts in building and maintaining high-impact marketing and recruitment programs.

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