

## News Release

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### **2010 Work Plan Announced By Economic Development Alliance** *Organization outlines goals and objectives for upcoming year*

**Fort Wayne, Ind. (January 20, 2010)** — The Fort Wayne-Allen County Economic Development Alliance (Alliance) announced today details of its 2010 work plan, which addresses the organization’s goals for projects, partnerships, marketing and communications and downtown development.

The work plan was proposed by Alliance president, Andi Udris, at the end of 2009. Among the Alliance’s goals for this year is to secure 41 business development projects, launch a new website with an enhanced industrial and commercial sites and buildings database and continuation of cable television show “Expanding Your View.”

“Focusing our efforts on downtown is an important component to our work plan,” said Karl Bandemer, senior development officer for downtown commercial development. “By developing downtown, we are hoping to create a catalyst that will spur economic development in other areas.”

Downtown development has recently emerged as a point of emphasis for the Alliance, as recognized in the creation of the senior development officer for downtown development position. The Alliance also is targeting more industrial development growth with the added position of senior development officer for industrial development and the implementation of a Business Retention and Expansion (BRE) program.

“Our Business Retention and Expansion program will help in coordinating our effort to reach out to existing businesses in Allen County,” said Ashley Steenman, senior development officer for industrial development. “There are many companies in our area that have not taken full advantage of the opportunities available to them regarding expansion projects. This program will facilitate the process of finding those companies.”

Among the 41 targeted business development projects, 36 will be in the area of business retention and expansion, four involve attracting new business outside of Allen County and one will be an attraction project with the involvement of the Northeast Indiana Regional Partnership (NEIRP).

Increased marketing and communications efforts will also be a main component in the 2010 work plan, as the Alliance will work toward strengthening its visibility within the community and beyond. “We are looking to build up our online presence by unveiling a new website enhanced by social media and an improved sites and buildings database to market available properties in the county,” said Marla Schneider, chief information officer. “Advertising and public relations will also play a role, as we will connect with local media to assist us in getting more exposure.”

“The mission statement of the Alliance is to create and retain quality jobs for area residents by recruiting new employers and retaining and expanding existing base employers in Allen County,” stated Andi Udris, Alliance President. “By implementing this work plan, we can meet and possibly exceed the goals that the mission statement sets for our organization.”

**About the Fort Wayne-Allen County Economic Development Alliance**

*The Fort Wayne-Allen County Economic Development Alliance is an organization that furthers the base employment of Allen County. It is supported by Allen County, the City of Fort Wayne, the Greater Fort Wayne Chamber of Commerce and the Fort Wayne-Allen County Airport Authority. The Alliance is also an advocate for the entire community that is comprised of foundations, organizations, companies and individuals. For more information on the Fort Wayne-Allen County Economic Development Alliance, visit [www.theallianceonline.com](http://www.theallianceonline.com).*

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