



Regional Economic Development Inc.

IEDC ACCREDITED

# STRATEGIC PLAN

2021-2024

**MISSION**

To assist in the creation of quality job opportunities that support upward economic mobility for the residents of Columbia and Boone County.

## REDI'S THREE STRATEGIC PILLARS

1. **BUSINESS ATTRACTION** THROUGH BUSINESS RECRUITMENT
2. **BUSINESS RETENTION AND EXPANSION** THROUGH SUPPORT OF EXISTING BUSINESSES
3. **ENTREPRENEURSHIP** AND NEW BUSINESS CREATION

## PRIMARY STRATEGIES

**IMPROVED INFRASTRUCTURE**      **RELATIONSHIPS WITH CORPORATE HQ'S**      **CENTRAL POINT OF CONTACT FOR ENTREPRENEURIAL RESOURCES**      **WORKFORCE CONSORTIUM**

## SUPPORTING STRATEGIES

**MUNICIPAL OMBUDSMAN**      **COUNTY-WIDE MARKETING FOR TALENT ATTRACTION**      **ANCHOR INSTITUTION PROGRAM**      **RISK CAPITAL FOR ENTREPRENEURS**      **YOUNG, DIVERSE PROFESSIONALS**

### COLLABORATION

REDI's vision is to work together with community partners in creating a better economic future for Columbia and Boone County. REDI's growing collaboration includes the city, county, University of Missouri, local municipalities, public schools, higher educational institutions, social service organizations, and large and small private businesses. REDI strives to achieve organizational excellence that reflects strategic leadership, collaborative partnerships and financial stability.