

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.

Strategic Pillars

Business Attraction through Business Recruitment
Business Retention and Expansion through Support of Existing Businesses
Entrepreneurship and New Business Creation

Primary Strategies



Improved Infrastructure



Relationships with Corporate Headquarters



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 education 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.