

Mission Statement

Wilmington Business Development (WBD)

“Promote. Retain. Recruit.”

WBD’s mission 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 mission for the regional economy via three principal program activities:

◆ **Promote:** WBD will actively engage in ally, investor and partnership development, outreach and education that effectively promote and improve the region, its economic assets, business interests and quality-of-life.

Priorities

- *Ally, Investor and Partnership Development* – In order to promote the region in the most effective and efficient way, WBD will forge constructive relationships with allies, investors and partners inside and outside the region, including economic development organizations, educational providers, governmental and quasi-governmental agencies, chambers of commerce, commercial real estate professionals and site selection consultants.
- *Outreach and Education* – WBD will focus communications, media engagement and relationship-building activities on audiences and stakeholders in 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 the existing businesses of Greater Wilmington and the jobs they represent.

Priorities

- *Feedback and Intelligence Gathering* – WBD will seek input from existing businesses 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 businesses undertaking expansion or consolidation plans.
- *Resource Development and Coordination* – WBD will seek to develop and coordinate resources needed by existing businesses in the region in order to meet their needs and retain them in the region.

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

Priorities

- *Market Intelligence* – WBD will perform or obtain credible research and economic analyses upon which to base its global marketing strategies, outreach tools and recruitment programs.
- *Lead Generation and Client Development* – WBD staff will collaborate with its members, partners and allies to gather qualified leads and establish client contact in target industries.
- *Project Management and Technical Assistance* – WBD will assist clients and consultants and encourage them to select Greater Wilmington as an expansion, relocation or start-up destination.
- *Involvement of Public Partners* – WBD will engage its public partners in the region, including municipalities, universities, community colleges and school systems to further economic development objectives.