

Business Outreach and Retention Service Model

The Business Retention and Outreach Service Model initiated between the Lake County Workforce Investment Board will result in:

- 1) A single point of contact for Lake County companies;
- 2) Enhanced business relationships with Lake County companies;
- 3) Increased awareness of what Lake County offers including economic and workforce development needs;
- 4) Increased communication among core economic and workforce development stakeholders;
- 5) Improved efficiencies in meeting employer needs; and an overall
- 6) Seamless approach.

Scope of Work

1. The targeted industries of focus to be included in this Business Retention and Outreach Service Model align with the Lake County Partner's 2013 Comprehensive Economic Development Strategy and are further defined by the Workforce Investment Board using the most up to date labor market information with a five year industry projection for specific NAICS Codes:
 - i. Manufacturing
 - ii. Healthcare
 - iii. Information Technology
2. The targeted companies will be small to medium size Lake County companies employing 15 to 350 employees.
3. In demand and projected growth occupations will be identified to the key industry sectors. The WIB further define the desired qualifications of the occupations.
4. The business outreach strategies to be executed and implemented by Lake County Partners is summarized as:
 - **Research & Identify** employers in targeted industries.
 - **Establish a contact & Visit** the company.
 - **Complete a business survey & Understand** issues and trends impacting the company.
 - **Classify** strategies to assist the company such as permitting, regulations; workforce development, and general business climate issues.
 - **Report** actions and opportunities to engage Workforce Development to provide information, solutions, direct services and support to the company.
 - **Connect** the company to Workforce Development professionals.
 - **Follow-up & evaluate** strategies, referrals and outcomes and create the next level of engagement.

5. Lake County Partners will leverage existing programs and funding sources as part of the Business Outreach and Retention Service Model.

Currently Lake County Partners economic development program recognizes the need for business outreach. The proposed scope of work will contribute to the expansion of LCP's business retention efforts, making them significantly more proactive. To successfully accomplish the proposed scope, LCP will utilize its private sector funding to leverage the grant funding by matching \$1.50 for every \$1.00 received.

6. The primary measurement for this initial scope of work will be the number of unique company visits completed by Lake County Partners.
 - 120 unique company visits based on economic development factors that show potential growth and service needs. (30 visits every quarter).

Outcomes will be reported:

- Weekly employer visits tracked and documented
- Monthly reports to Workforce Development:
- Monthly invoice to Workforce Development
- Quarterly to the WIB

Additional deliverables:

- Marketing campaign
- Shared customer relationship management tools
- Events - Quarterly industry sector forums with WIB
- Annual business retention publication

7. Lake County Partners staff

Lake County Partners will be responsible for ensuring additional qualified personnel resources are hired and maintained to execute the plan and implement the Business Outreach and Retention strategies.

8. Proposed budget

	Year 1	Projected Year 2
Personnel Total:	86,040	89,307
Marketing & Outreach Total:	29,500	25,000
Research & Business Database Services Total:	12,500	12,500
Overhead Total:	55,000	75,000
Total:	183,040	201,807
% WDD Share:	40.00%	40.00%
<u>Total Proposed Amount:</u>	<u>73,216</u>	<u>80,723</u>