

**AMSTERDAM INDUSTRIAL DEVELOPMENT AGENCY
STRATEGIC PLAN**

Mission Statement

The mission of the Amsterdam Industrial Development Agency is to serve the City of Amsterdam and its citizens by the enhancing of the quality of life and by the creation and retention of employment opportunities.

Vision Statement

The Amsterdam Industrial Development Agency will achieve its mission by a variety of means, including the recruiting of businesses to the Amsterdam area, assisting existing local businesses to grow and expand, seeking to fill the gaps in essential community services, marketing the community and its amenities, enhancing the quality and range of leisure time activities, building community spirit, and promoting small community oriented businesses.

GOAL #1 - INTERNAL ORGANIZATION

AIDA will establish a more clear description of the roles of the various participants in the AIDA governance and operations process.

STRATEGY

1. AIDA will establish or review job descriptions for the following:
 - Board Members
 - All Staff
 - Consultants
 - Committees

2. The Board Committee structure will be examined, and revised to best meet the needs of the organization.

GOAL #2 - COMMUNICATION

AIDA will improve communication with the City of Amsterdam and other economic development organizations in Montgomery County.

STRATEGY

1. AIDA will arrange a joint meeting with the Montgomery County IDA and County economic development officials to discuss cooperative and collaborative relationships.

2. Regular meetings will be held with the Mayor will be held to discuss projects that AIDA is working on, and ideas and projects that the Mayor's office would like to initiate.

3. Regular communication will be established with the Amsterdam Common Council to keep Council members apprized of AIDA activities.

GOAL #3 - BUSINESS ASSISTANCE - ONE STOP SHOPPING

AIDA will establish a "One Stop Shopping" concept to assist developers and businesses seeking to locate in or expand in the City of Amsterdam. The goal is to avoid the problem of prospective businesses facing a confusing maze of agencies, and to ensure that those agencies are working in a coordinated manner.

STRATEGY

1. AIDA will gather information on the various agencies which could potentially have information or financial resources to assist businesses, as well as agencies which have regulatory responsibilities (i.e., zoning, permits).
2. AIDA will establish a mechanism to coordinate the work of various agencies when a prospective business examines Amsterdam as a potential site.
3. AIDA will provide information to prospective businesses, will assist in setting up meetings between prospective businesses and the relevant agencies.

GOAL #4 - PUBLIC RELATIONS

AIDA will seek to improve public relations, overcome any past negative perceptions, and give the public a better understanding of AIDA's activities and accomplishments.

STRATEGY

1. AIDA will highlight its accomplishments by regular communications to the public, including press releases and news stories.
2. AIDA will provide regular, periodic presentations on its activities at Common Council meetings.
3. AIDA will prepare an "Annual Report Card" on its activities which will be available to the news media, community leaders, and the general public.
4. AIDA representatives will attend and speak at meetings of local organizations and service clubs.

GOAL #5 - MARKETING PLAN

AIDA will establish a marketing plan to recruit businesses to the Amsterdam area.

STRATEGY

1. AIDA will initiate meetings to discuss elements of the marketing plan.
2. AIDA will identify other participants with whom marketing plans need to be coordinated including the City, County, Chamber of Commerce, State and regional organizations such as the Center for Economic Growth (CEG).
3. AIDA will identify the target market to which its efforts will be directed, such as the nanotechnology industry, chip fab related industries, or other emerging growth industries that will provide economic opportunity and potential for quality of life in Amsterdam.
4. In developing its marketing plan, AIDA will identify the role of its staff and others in undertaking the marketing plan.

GOAL #6 - IDENTIFY AND INVENTORY POTENTIAL SITES

AIDA will establish a comprehensive list of sites that would offer potential for a prospective business or industry seeking to move into the Amsterdam area.

STRATEGY

1. AIDA will identify the participants, including City officials, who will assist in the process of establishing a property inventory list.
2. AIDA will establish criteria for a property to be placed on the list, and the relevant information to be gathered and included in the inventory.
3. AIDA will undertake field surveys, consult with the City assessor, and other organizations which could assist in the process, such as the County Real Property Tax Services, in developing the inventory.
4. The inventory will be periodically updated as conditions change, to ensure accurate and timely information.

GOAL #7 - FINANCIAL STABILITY

AIDA will seek to improve its financial condition for two purposes. The first is to ensure the financial soundness of the organization itself. The second is to ensure the financial capacity to undertake economic development projects and assist businesses in order to meet its organizational mission.

STRATEGY

1. AIDA will assess its ongoing financial needs, and examine the need for future revenue to support basic organizational operations.
2. AIDA will identify current and potential sources of revenue which will support the organization, and determine a course of action to achieve needed revenues.
3. AIDA will examine collaborative relationships with other economic development entities to achieve the financial backing needed to undertake major projects, such as the development of new industrial park lands.
4. AIDA will continue to explore loans and grants available through State and Federal sources to enhance AIDA's ability to undertake economic development projects.