



**CENTER for
ECONOMIC
GROWTH**

ACCELERATE

Driving the Economic Success of the Tech Valley Region

Accelerate: Our Vision Our region has experienced economic growth with high-tech industries. Now is the time to advance our region even further and not sit idle. With a dedicated team, focused plan, and regional commitment, tomorrow will be even greater. While our region is made up of eleven independent counties, to accelerate our region's economic future, our success is found when we perform together.

CEG is that entity that acts on our behalf to promote economic development.

Accelerate: Our Plan We have clearly experienced economic growth. The time has come for a bolder approach to economic prosperity. By leveraging public investment with private sector resources, influence, and know-how into the economic development process, CEG is well-positioned to achieve a higher measure of performance for our region.

To fulfill this vision and advance our region, CEG needs to increase the financial investment made by the private sector. Our goal is to raise \$6 million over five years from businesses and use this investment to focus on five strategic initiatives. They are:

- Be the primary and most comprehensive resource for business development;
- Aggressively market our entire community to attract new businesses and investment;
- Strengthen existing businesses to be more competitive in the global market place through Business Growth Solutions and Talent Connect;
- Enhance partnerships, communication, and provide high-level networking among the regions' most influential stakeholders;
- Advance Capital 20.20, a five-year plan for our region's future.

Accelerate: We're Driven Capital 20.20 clearly identifies strategies and provides an implementation plan for our region's transformative economic development. It was created by our regional leaders and stakeholders. This plan is achievable and will grow our economy stronger, more sustainable and more inclusive over the next five years.

By the end of the year 2021, our five-year investor campaign will have applied what has been defined in Capital 20.20 as we attract new businesses and grow our workforce.

Accelerate: CEG Annual Budget A commitment to growing businesses and attracting new companies, requires CEG to double private investment. Here’s how this money will be used.

	Current Annual Budget	FTE Current Level	Proposed Budget Increase	Proposed FTE increase	New Annual Budget	New FTE Total
Business Development & Attraction	\$ 275,000	1	\$ 375,000	3	\$ 650,000	4
<i>Invest to be the primary & most comprehensive resource for business development in this region</i>						
Marketing & Communication	\$ 375,000	2	\$ 175,000	2	\$ 550,000	4
<i>Effectively communicate efforts in support of regional priorities, aggressively market the region, Raise awareness on issues impacting our economy, identify opportunities for business growth, Facilitate the advancement of Capital 20.20</i>						
Annual Investment	\$ 650,000	3	\$ 550,000	5	\$ 1,200,000	8
5-year Investment					\$ 6,000,000	

Accelerate: Why move to an investor model? Improving upon what our region has to offer requires commitment. It takes a team of committed professionals with a focused plan to grow and attract business. By moving from our former membership model, which secured annual commitments, to a five-year investor model, CEG can confidently put the programs and infrastructure in place that allows growth and attraction.

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