Alignment/Regionalism

	Goal #1: Grow the City of Salina's economy through greater site and building readiness, targeted business attraction, and supported growth for existing businesses.	Goal # 2: Elevate Salina's talent competitiveness by focusing on growing wages, supply of talent, and skills of talent.	Goal #3: Increase community alignment to create and leverage greater synergies.	Goal #4: Develop an innovative and entrepreneurial culture within the City of Salina.	Goal #5: Collaborate with the city and other partners on ways to improve and develop the City of Salina's housing stock by creating greater diversity and affordability.
Roles and Responsibilities					
Define and Identify the role SCEDO, the Chamber, the City, the County, and other groups have in economic development.	XXX	XX	XXX	X	XX
Develop an understanding of the types of economic development projects that Salina wants and how these will be incented.	XXX	XX	X	X	
Develop a communication protocol for prospects and businesses.	XXX	X	XXX		
Create a platform to share information on economic development activities.	XXX	X	XXX	X	

Readiness

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Product Readiness					
Create an inventory of all sites and buildings available, getting and maintaining up-to-date information	XXX			X	
Prioritize sites and buildings based on target industries identified in this report.	XXX			X	
Develop and understand the product pipeline.	XXX			X	
Talent Readiness					
Identify existing and planned initiatives from all relevant groups.	X	XXX	XX	X	
Determine talent needs from existing employers.	XX	XXX	X	X	X
Build a talent strategy around existing and future needs for talent.	XX	XXX		X	X
Community Readiness					
Work with city and other partners to identify and define current housing stock.	X	X	XX		XXX
Work with city and other partners to determine future housing need.	X	X	XX	X	XXX
Innovation Readiness					
Identify and define current resources available for start-ups	X	X	X	XXX	
Create awareness around current resources.	X	X	X	XXX	
Determine need and interest in incubator, co-working space, and other related entrepreneurial services.	X		X	XXX	

Marketing/Differentiation

	Goal #1: Grow the City of Salina's economy through greater site and building readiness, targeted business attraction, and supported growth for existing businesses.	Goal # 2: Elevate Salina's talent competitiveness by focusing on growing wages, supply of talent, and skills of talent.	Goal #3: Increase community alignment to create and leverage greater synergies.	Goal #4: Develop an innovative and entrepreneurial culture within the City of Salina.	Goal #5: Collaborate with the city and other partners on ways to improve and develop the City of Salina's housing stock by creating greater diversity and affordability.
All Audiences					
Use primary data from economic development plan to identify points of differentiation and develop marketing collateral to support this.	XXX	X	X	X	
Communicate a consistent economic development brand to all audiences.	XX		X	X	
Communicate points of differentiation and area benefits to internal stakeholders first, then partners and then external stakeholders.	XX	X	X	X	
Developers/Real Estate Brokers					
Use unified brand messaging to build awareness on suitable projects for Salina, including the available infrastructure, product, and assets that can support it.	XXX			X	X
Site Selectors					
Develop targeted campaigns using variable marketing collateral and techniques (videos, social media, professional associations, trade shows, familiarization tours, and relationship building) to build awareness of Salina's assets to siting decision-makers.	XXX	X			
Marketing/Differentiation					
Develop marketing collateral based on each target industry and be available for inbound marketing activity.	XXX			X	
Use specific tactics to identify and reach out to companies within your target industries.	XXX			X	