

For Immediate Release  
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## **Economic Development Group Announces Adoption of New Strategic Plan**

Ellensburg, WA - In February 2007, the Economic Development Group of Kittitas County initiated a comprehensive strategic planning process. The process was designed to create a blueprint for future activities. The process enabled the Economic Development Group Board to update the basic mission of the organization, develop a vision, establish long-term objectives and determine a comprehensive program of action items. The Strategic Plan reflects consensus of the Board and their commitment to meet economic development needs in Kittitas County. It provides direction, purpose and clarity of intent as it prepares to meet the challenges of the remainder of this decade. The Board recently unanimously approved adoption of "Strategy 2010: Creating a Better Future".

The new Mission of the organization is to "provide active leadership that promotes business and stimulates economic growth in Kittitas County." The Vision Statement is "As leaders for economic development in Kittitas County, we will advocate for change and unity in the community and will be the primary resource for business. We will actively create a business-friendly environment to achieve economic prosperity and to generate sustainable family wage jobs." Success will be measured in net job growth, inquiries and contacts received by the Economic Development Group, new companies locating in the county, companies assisted in the county, and incubator graduates.

The Economic Development Group will also pursue four new Strategic Objectives and formed committees to pursue each objective. These committees are Government Relations and Community Affairs, Funding and Membership, New Business Development, and Business Retention and Expansion. The Government Relations and Community Affairs Committee will promote collaboration and partnerships that positively affect the local economy and recognize achievements of regional businesses. The Funding and Membership Committee will be responsible for developing adequate funding for the Economic Development Group of Kittitas County to enable the organization to achieve its goals. The New Business Development Committee will be responsible for evaluating and executing new strategies to recruit businesses into the county. The Business Retention and Expansion Committee will address the issues of readiness and capacity/asset building throughout the county. Each committee has been assigned a list of action items and will be developing a long-term timeline for implementation of these items.

Debbie Strand, Executive Director of the Economic Development Group said, "The Strategic Plan developed by the Board reflects a common mission and shared vision that coordinated the interests of a diverse group of individuals representing various sectors and geographic areas of the county. " Strand invited members of the community to contact the EDG at 962-7244 if they are interested in working on any of the committees. "In order for this plan to succeed, we need the help of others interested in growing the economy in our county." she said.

The Economic Development Group Board of Directors views this plan as an opportunity to improve its efficiency and enable it to meet economic development needs countywide. 2007 Board Chair Charlotte Tullos stated, "I'm proud of the Strategic Plan that we have developed. It contains action items that are clear and measurable. I look forward to the implementation process." Tullos is the Vice President of Student Affairs and Enrollment Management at Central Washington University.

The Economic Development Group of Kittitas County is a private, non-profit organization created to provide economic development services throughout the county. The goal of the organization is to facilitate the creation of family wage jobs for the citizens of the community, expand the tax base throughout the county, and help businesses be successful through their retention, expansion and recruitment efforts. The Economic Development Group of Kittitas County works closely with the Ellensburg Business Development Authority, which manages the Ellensburg Business Incubator, the EBDA Industrial Building, and provides assistance to entrepreneurs throughout the community. More information about the Economic Development Group can be found at [www.kittitasedc.org](http://www.kittitasedc.org).