

Economic Development Commission

DRAFT

Ambassador Program

CONCEPT

The EDC Ambassador Program will

- Increase Economic Development resources (uncompensated)
 - Extends “conversations” to move commercial growth forward
- Perform regular weekly visits/meetings with Leesburg business owners
- Identify (early) trends that negatively/positively impact commercial tax base
- Trends inform policy to counter negative dynamics and capture opportunity

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GOALS

- Expand qualified resources
- Conduct limited/targeted/positive economic development activity
- Increase/improve awareness of Town resources, policies, process
- Deliver tools to all Business Owners as soon as possible
- Protect the Town's commercial tax base by
 - improve business survival (ie – Retail Gap/Leakage)
 - increase awareness of policies affecting commercial enterprises
 - minimize policy surprises
- Build Community through new relationships among business owners

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IMPLEMENTATION

- EDC Commissioners encouraged to be Ambassadors
- Advertise, qualify, select Town business leaders/ Ambassadors
 - Quantity sufficient to conduct # weekly meetings
 - Train EDC Ambassadors:
 - EDC mission, general goals and approved programs
 - Desired Program outcomes
 - Refer issues to subject matter experts in Town Departments
 - Generally, Town resources, policies, processes

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IMPLEMENTATION

- Ambassadors provide written report of meeting to EDC Staff
 - Format TBD
 - EDC Staff to assemble unedited reports and deliver to EDC
 - EDC will receive/review reports prior to monthly EDC meeting
 - Identify trends and issues
- Ambassador meeting results reported to Council quarterly:
 - Identified trends/issues affecting the local commercial tax base.
 - Trends and issues inform Council policy decisions
 - Counter problem
 - Capture opportunities