


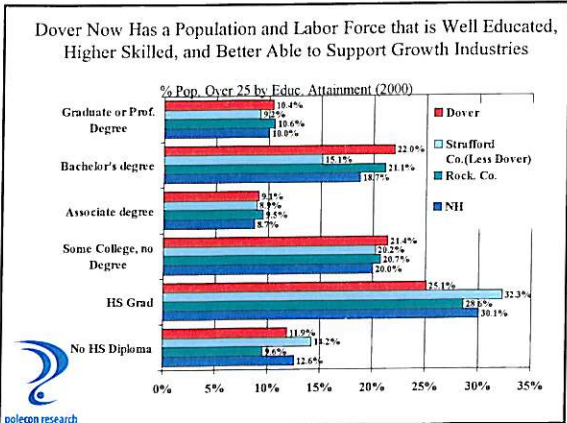
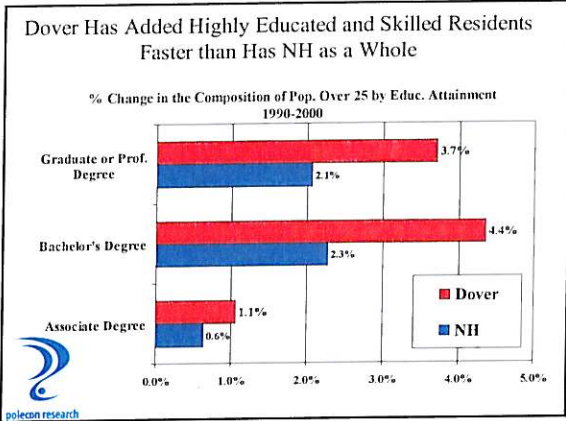
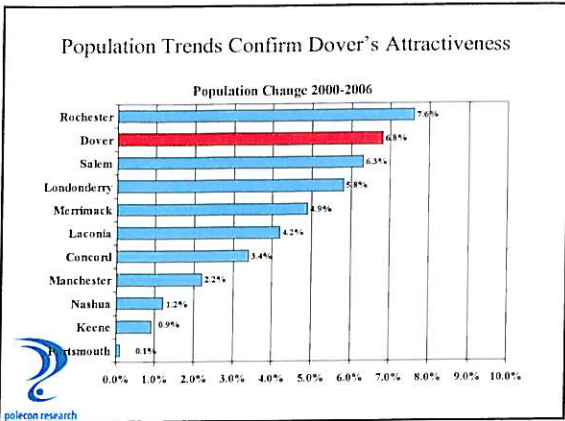
City of Dover Economic Development Program

City Council Workshop
April 2, 2008

Presentation by Dover Business and Industrial
Development Authority


Important Trends in Dover

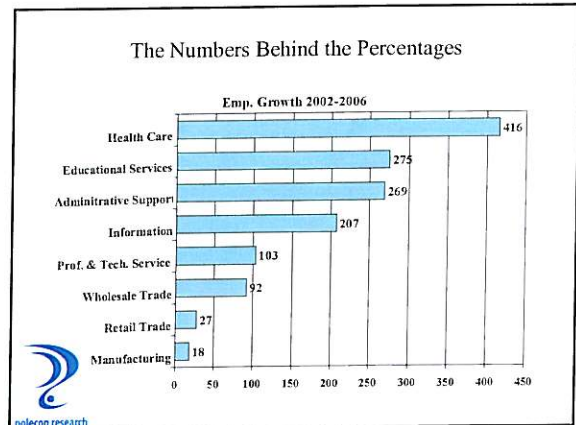
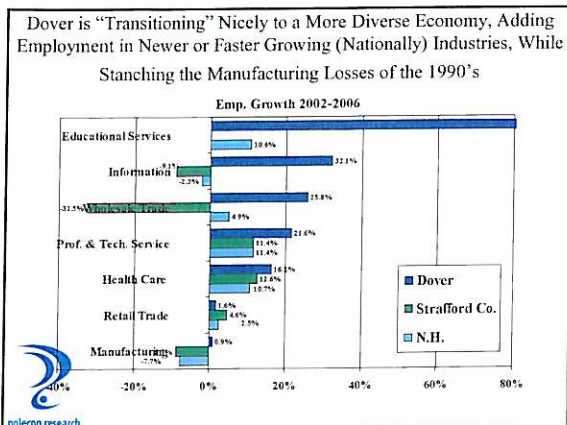
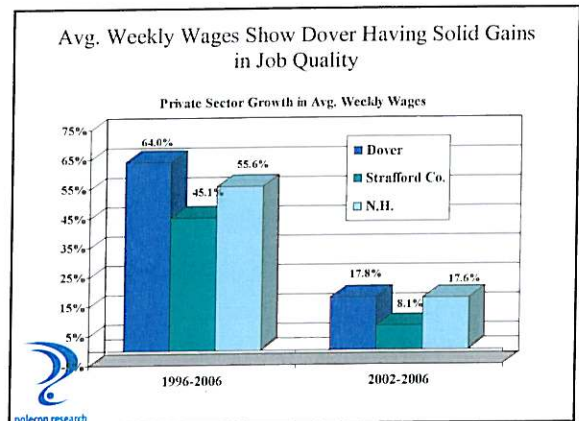
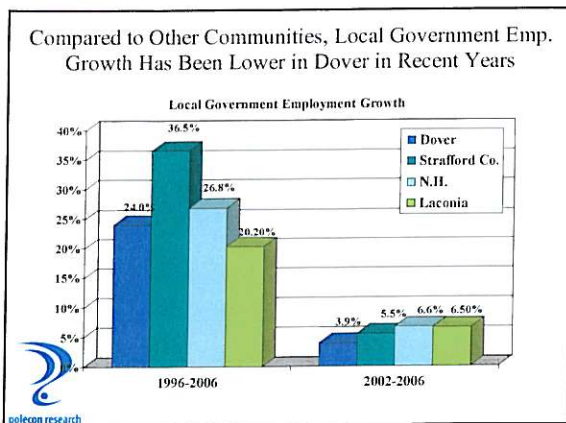
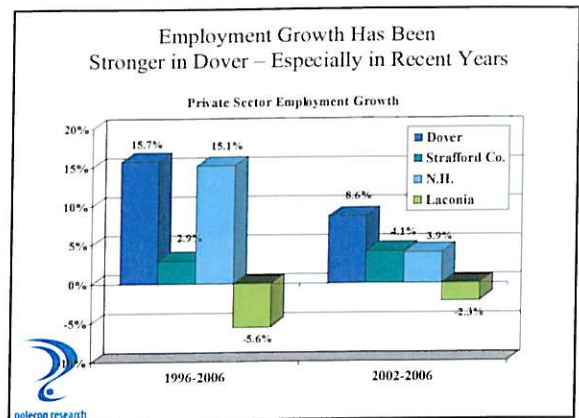
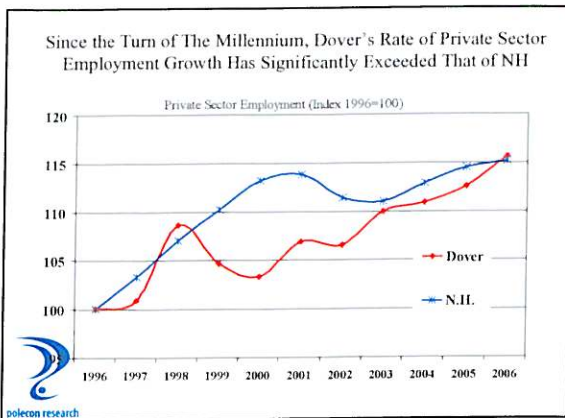
- Changing demographics
 - Higher levels of educational attainment - "up-skilling"
 - Increasing income - "up-scaling"
- More diversified economy
 - Less reliant on cyclical industries
 - Less reliant on a few, large employers
 - Better able to weather national and state downturns
- Changing expectations
 - By residents
 - By businesses
- What hasn't changed (enough) our view of Dover

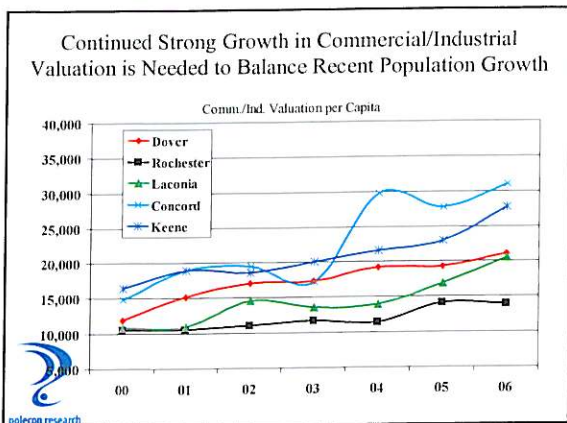
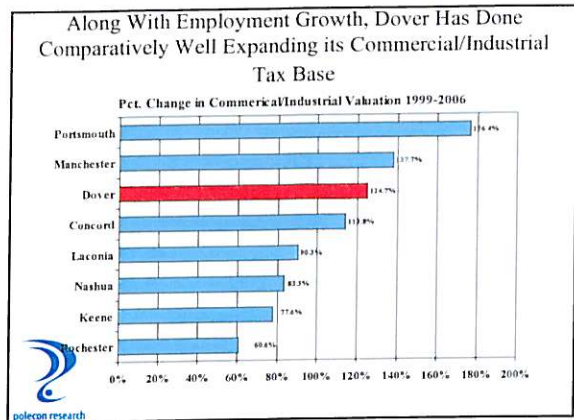
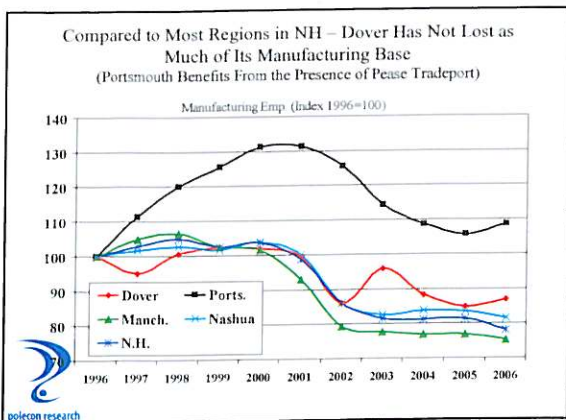



The most valuable resource in the 21st century is brains. Well educated people tend to be mobile. Watch where they go because where they go robust economic activity will follow

.....and change and conflict will inevitably follow







- Moving Forward There Are Many Challenges, Here are a Few
- Manage conflicts over changing expectations/views of city
 - Prosperity depends on the quality and "amenity value" of the city
 - With changing demographics comes different expectations for services
 - How we resolve this conflict determines our long-term prosperity
 - Fiscal prudence is important and necessary but communities can't "cut their way to prosperity" – implementation of the "tax cap" could unwind recent economic gains
 - Increasingly Dover's employment base can "blend" into the fabric of the community but there is a need for more strategic locations to accommodate businesses
 - A higher skill economy requires connections to (and identification with) higher-education institutions – Dover has little of either
 - Dysfunctional democracy delayed the positive trends, it could just as easily reverse them

City of Dover
Economic Development Program

- DBIDA (RSA 162-G and RSA 292:1)
 - Established by City Council adoption of RSA 162-G
 - Mission is to foster and encourage positive economic growth
 - Focus has been coordinating development of business and industrial facilities within Dover

City of Dover
Economic Development Program

- DBIDA Strategic Action Plan
 - What is Economic Development
 - Why is Economic Development Important
 - How is Economic Development Supported
 - S.W.O.T. – strength, weaknesses, opportunities, threats
 - Recommended Actions

City of Dover
Economic Development Program

- Economic Development Summit, Mar 2008
 - Economic Development is a process that creates both financial and social wealth throughout the community
 - Critical component is having a well-qualified director working towards implementing a plan that seeks to achieve a shared community vision
 - Continuous engagement of various stakeholders and support of community leaders is essential

City of Dover
Economic Development Program

- Economic Development Program Activities
 - Informs and assists local businesses with development and expansion plans
 - Promotes City of Dover and its economic development climate to wide range of prospective business interests
 - Provides information and access to resources supporting business retention, expansion and relocation

City of Dover
Economic Development Program

- Economic Development Director
 - “Quarterback” to manage and direct many components of economic development program
 - Gathers and builds upon community consensus
 - The go to – point person for assisting businesses with growth/relocation plans in Dover
 - Advocates and promotes community’s economic development goals

City of Dover
Economic Development Program

- Director Recruitment
 - Regional and national search
 - Competitive wages and benefits
 - Established budget to support Economic Development Program
 - Demonstration of multi-year commitment by City leadership

City of Dover
Economic Development Program

- Director Qualifications
 - Must possess combination of economic Development, marketing, sales and public relations skills.
 - Must have extensive knowledge of business climate and development processes
 - Must be able to interact effectively and discuss business and managerial issues fluently with prospective clients

City of Dover
Economic Development Program

- Economic Development Program Budget
 - Director \$100,000
 - FT Wages & Benefits
 - Office \$45,000
 - Marketing Materials/Communications
 - Supplies & Office Equipment
 - PT Clerical Support

City of Dover
Economic Development Program

- Economic Development is an investment in Dover's future that has and will generate a positive return for the entire community
- Will take time to fully revitalize
- Needs the ongoing support and commitment of Dover's Mayor and City Council in order to be successful.

City of Dover
Economic Development Program

Thank You

Q & A

City of Dover
Economic Development Program

- Actions for implementing successful Economic Development program
 - Involve various stakeholders in determining shared vision and goals
 - Secure commitment for funding Economic Development program for minimum 3 year period
 - Assemble measures and report progress in achieving Economic Development Expectations