

2013 Business Plan

MASSACHUSETTS OFFICE OF BUSINESS DEVELOPMENT



**ANNE STRUTHERS
EXECUTIVE DIRECTOR**

MISSION STATEMENT The mission of the Massachusetts Office of Business Development is to strengthen the Massachusetts economy by providing a highly responsive, pro-business climate that stimulates job growth and builds on the core economic strengths of every region.

FISCAL 2013 BUSINESS PLAN The following summarizes goals and strategies for fiscal year 2013. Targets represent increases based on analysis of historical data (*attached*) as well as alignment with the Economic Development Policy and Plan – *Choosing to Compete in the 21st Century*.

PRIMARY GOALS	STRATEGY	TARGET/BENCHMARK
JOB CREATION, RETENTION AND INVESTMENT	Direct business interface	Create 5,000 new jobs – small business, gateway and regional distribution outcome built into structure Target 15,000 retained jobs and private investment of \$1.5 billion
PIPELINE MANAGEMENT	Effective management of regional opportunities and market activity	Rolling pipeline with 180 opportunities – 63% close ratio – 115 successful projects 700 business development visits; 400 strategic market activities.
INNOVATION AND ENTREPRENEURSHIP	Work with existing companies to bring company divisions and functions to the State	25 Expansions – 15 directly from MOBD and 10 from agencies under the Office of Performance Management and Oversight.
EASE OF DOING BUSINESS	<ul style="list-style-type: none"> Position MOBD as information coordinator for all business development activity Establish FY2013 business plans for all agencies under the Office of Performance Management and Oversight. Coordinate FY2012 Reporting Effectively manage and strengthen partnerships with Regional Economic Development Organizations 	<ul style="list-style-type: none"> July rollout; updates to all agencies quarterly and as needed resource for ongoing inquiries and updates 100 % compliance with Acts of 2010 Results driven FY2012 Annual Report and successful, strategic rollout and execution of FY2013 Program
DEVELOP/DISTRIBUTE INFORMATION ON “DEVELOPMENT READY” SITES	Coordinate with EOHD, MassEcon, and REDOs.	By July 31st have first draft of a variety of sites with supporting information regarding regional strengths – lower cost of doing business and lower cost of living

SUPPORTING GOALS	STRATEGY	TARGET/BENCHMARK*
ADVANCE EDUCATION AND WORKFORCE DEVELOPMENT FOR MIDDLE SKILL JOBS	Continually assess the needs of employers	Support Mary Beth Campbell
INNOVATION AND ENTREPRENEURSHIP	Identify locally based accelerators in five Gateway cities over the next two years.	Support Eric Nakajima
EASE OF DOING BUSINESS	Assist with Ambassador Program	Support Jane Corr
COST COMPETITIVENESS	Focus on non-tax business incentives and new tax based incentives for targeted growth	Support EOHD

*meet with owners of Supporting Goals to confirm optimum MOBD contribution to established target/benchmark

ADMINISTRATIVE GOALS	
ECONOMIC DEVELOPMENT INCENTIVE PROGRAM	Effective investment per job and budget management
MOBD DASHBOARDS	Global and regional dashboards tied to goal
WEB SITE CONSTRUCTION	Overhaul for better user experience
ECONOMIC PLAN UPDATES	Timely updates for all economic development agencies
DATABASE OPTIMIZATION	Increased efficiency, transparency and information
LEGISLATIVE ROLLOUT	Communication plan for new legislation