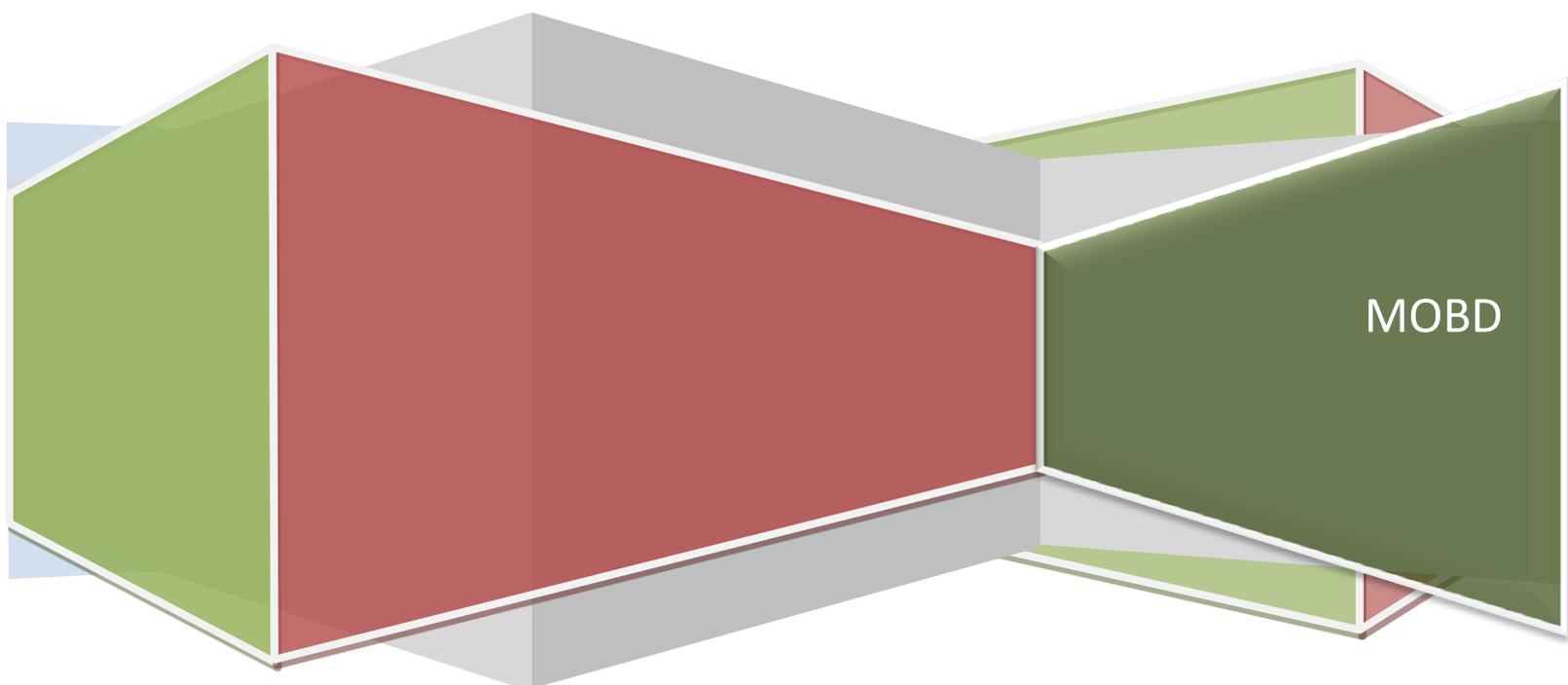


Massachusetts Office of Business Development

Fiscal 2014

Economic Development Business Plan



Massachusetts Office of Business Development

Mission Statement: The mission of the Massachusetts Office of Business Development (MOBD) is to strengthen the economy and increase job growth throughout Massachusetts by providing to businesses that are seeking to expand or locate in the Commonwealth a highly responsive, central point of contact that facilitates access to resources, expertise, and incentive programs available in the Commonwealth.

Business Plan Summary: The following table summarizes objectives, programs, and initiatives planned for FY14 and performance measurements by which to evaluate progress.

Goals	Strategy	Performance Measurement
Job creation, retention and business engagement	Direct interface with businesses across the Commonwealth and leverage REDO and other regional contacts across public, private and academic sectors.	Create 5,000 new jobs – small businesses, gateway and regional focus. Target 15,000 retained jobs and \$1.5 billion in private investment.
Pipeline Management	Effective management of regional (6 MOBD defined regions) opportunities and market activity.	Rolling pipeline with 180 opportunities 700 business development visits; 400 strategic market activities.
Innovation and Entrepreneurship	Support efforts to develop innovative companies and entrepreneurial activities within the Commonwealth.	Leverage resources of strategic business development partners to foster innovation and entrepreneurship in the Commonwealth. These partners include MassCEC, MassVentures, MassDevelopment, MGCC, and MLSC. MOBD's staff will maintain up to date knowledge of those programs and initiatives e.g. advanced manufacturing initiative and the Workforce Training Fund grant program -- geared towards spurring continued economic growth.
Ease of Doing Business	Building on recent legislative reforms, continue the consolidation of state economic development agencies for which MOBD will serve as information coordinator for all business development activity.	Full integration of monthly reporting of business development leads from 9 agencies and quasi's including (MassDevelopment, MLSC, MassMEP, MTC, MassCEC, MassVentures, MGCC, and all REDOs.

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	<p>Effectively manage and strengthen partnerships with Regional Economic Development Organizations to bolster MOBD's economic development across all regions of Massachusetts.</p> <p>Support and further develop the Business Portal in partnership with other EOHEE agencies. This will allow streamlined and improved access to state resources for residents and businesses.</p>	
Database Optimization	<p>Develop and implement practical and high impact improvements to MOBD's cloud based CRM software to strengthen data reporting, analysis and responsiveness.</p> <p>Continue to implement comprehensive auditing of compliance with past EDIP awards.</p>	EDIP Phase II implementation