ALLEGAN AREA
ECONOMIC DEVELOPMENT CORPORATION
Five Year Action Goals and Tasks
Developed in 2012

Stimulate and Promote Business Investment in the Allegan Area.

* Promote Job Training Opportunities and training especially through AAESA, Michigan Works! and MISBTDC
* Promote Existing Property Tax Abatement programs
* Promote, attract and retain business activity in the Allegan Area in partnership with the County Economic Development Corporation and Michigan Economic Development Corporation
* Promote more effectively existing Michigan and Allegan incentives, including Brownfield Redevelopment Authority and EPA grants
* Create a local business network which will focus on sharing resources with other local manufacturing and high tech businesses
* Identify and attract supply businesses in Allegan that rely on existing manufacturing
* Promote the value of area public services as a support to businesses
* Utilize existing businesses to assist in recruitment efforts
* Outreach to business in the Allegan Area
* Improve services and enhance relationships with the larger employers including the Perrigo Company, Allegan General Hospital and Allegan Fair
* Promote opportunities to grow and retain businesses, including the promotion of the Chamber office space available for rent
* Promote the Business Expo in the fall as a local business networking opportunity
* Understand Agricultural Business Opportunities

Promote Existing and Additional Training in the Allegan Area

* Identify business partner needs in education and training
* Market the existing post-secondary presence in the Allegan area, and its connection to existing businesses
* Increase community awareness of the different paths of obtaining education and training in today’s working world (i.e. Visit Technical Center)
* Market the practical value of science, math and employment skills, as well as other curriculum as a key to supporting local businesses and large employers
* Promote existing educational opportunities offered already from large employers
* Activate a citizen support system when additional post-secondary programs are available

Intentionally Market Positive Stories about Allegan to Citizens and Businesses

* Continue review and improvements to the Only One Allegan website.
* Promote Allegan as a Market Center
* Develop material to distribute to local realtors and merchants to promote the “Only One Allegan” website and the uniqueness of Allegan
* Dialogue with the Allegan County News and Flashes to encourage positive stories
* Raise the awareness of existing efforts promoting “Only One Allegan” in social media
* Promote positive stories of Allegan residents and businesses to television and radio
* Partner with the Chamber of Commerce to market individual business successes
* Encourage Allegan Area economic development organizations to tell the successes of Allegan
* Market a ‘Business Friendly Allegan Area” through the established BSP networking model and the enhanced Chamber website

Create a Fresh Approach to revitalizing the Downtown and Riverfront

ACCESS
* Review and enhance directional signage
* Improve and maintain Second Street Bridge, boardwalks and infrastructure
* Eliminate one-way streets and provide parking opportunities
* Review a process for special event signage
* Offer a flexible approach to business signage for business
* Promote the use of existing businesses and events
* Review highway corridor improvements and the relationship to the downtown through communication with MDOT

ATTRACTION
* Recruit anchor attractions
* Encourage a new hotel
* Recruit and establish an evening and weekend focused restaurant
* Create a reputation as the gathering spot for the community
* Promote the Cultural Business Effort

RETENTION
* Promote the value of building façade improvements
* Encourage additional retail
* Establish and promote new incentives to fill vacancies
* Define what the Downtown is and what it wants to be
* Educate the Allegan Area citizens on the local successes
Develop Allegan Area Land Use Strategies

* Review the $1.00 Highland Business Park Lot Sale program and discuss a market based fee to establish a marketing budget
* Review the M-89 Corridor Plan to raise awareness of its economic potential
* Review the Highland Business Park Codes, Covenants, and Restrictions to better understand the regulations and needs related to the use of the park
* Explore the use of the AAESA property for future business park expansion.
* Review other corridors for economic development opportunities
* Improve entryway signs on the State Highways leading into the city