



**ALLEGAN AREA  
ECONOMIC DEVELOPMENT CORPORATION  
2012 Action Goals and Tasks**

**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**