

STRATEGIC GOAL 1 Improve the economic Performanc of Merced County to Exceed the avgerage of the San Joaquin Valley

STRATEGIC ACTION PLAN

What	How	Who	By When
1. Measure economic performance by measuring: a. Unemployment rate b. % of students taking SAT c. % of students scoring above the median SAT d. Start up business with 1-4 employees e. % of growth rate in employment f. sales tax per caita g. % of residence on TANF h. Median wage i. Average income j. Median years of education	1.1 collect data to measure annually and compare		annually
2. Support attracting, retaining and expanding businesses	2.1Fund a one-stop governmental lending program to offer access to all incentive governmental loan programs 2.2 Support/continue business retention/expansion program countwide 2.3 Publicize existing tax incentive programs 2.4 Provide information at necleus for business servifces 2.5Actively reach out to the economic development agencies and chambers to dcarry out programs (Worknet) 2.6 Assemble customized job training packages for employers 2.7customized redcruitment plan for employees/employers 2.8 Market WIB		2.1 June 30,2001 2.2 Ongoing - review annually 2.3 June 30,2000 2.4 June 30, 2001 2.5 ongoing 2.6 ongoing 2.7 ongoing 2.8 ongoing
3. Provide relocation strategies for hard to employ	3.1 coordinate with HAS to explore relocation strategies 3.2 Establish relationships w/WIBs in selected target employment areas (I.E. Las Vegas, Phoenix)		3.1 June 30,2000 3.2 June 30,2002
4. Provide training for demand occupations	4.1 Review and analyze local LMI 4.2 Survey local smaller businesses to determine needs and review other surveys being done 4.3 provide required/needed training		4.1 ongoing w/annual report to WIB 4.2 June 30,2001 4.3 ongoing
5. Collaborate w/other training/educational institutions and employers to provide basic skills & ESL training for incumbent workers and job seekers	5.1 Identify successful models in other communities 5.2 Enlist other partners to participate 5.3 Establish skills certification for industry standards		5.1 June 30,2001 5.2 December 30,2001 5.3 June 30,2003