

Bay Area Houston Economic Partnership: Services and Products Correlated to Strategic Plan

Version 020113

I. Business Development

1.1 Business Environment			
Strategic Plan	Clients	Services	Products
Industry Cluster	Cities, Site Selectors, Companies	Committees, Data Collection, Trends, Industry Research, Demographics, Incentives, Other data as requested	Proposals, Member Query Responses
Entrepreneurship	Citizens, Members	Coordinating regional responses, SATOP, BayTech, Training, Support, Funding	New Businesses and Jobs
Business Attraction	Cities, Counties	Assist with proposals, data, how-to's..., Coordination with cities and counties	New Businesses and Jobs, Proposals, Inquiry Responses, Partnerships, Meetings, Guidance, Website
Business Transition	Industries, Members, Cities, Counties	Job Retention Programs, New Business, Partnerships, Relationship Building	Job Retention, Transition Programs, Workforce Partnerships
Global Business	Industries, Members, Cities, Counties	Business Development Activities, Trade Missions, Hosting Delegations, Partnerships, Events, Relationship Building	New Business and Jobs
1.2 Business Initiatives			
Innovation and Commercialization	Industries, Members, Allies	Technology Transfer, Commercialization Support, Business Activity and Plans	SATOP, BayTech, RCIC, <i>Business Development Update</i>

Business Research and Data	Members, Cities, Site Selectors, Companies, Allies	Maintaining databases, Expert Speakers, GIS, Property Location Research	Listings of available business resources, Training Programs, Relocation Guide, Prospect Resource Guide, Available Property List, GIS Reports, Maps
Business Support Services	Cities, Site Selectors, Companies, Members, Industries	Maintaining databases, Responding to requests for information, Representing area at shows, Events, Meetings	Hot Projects Guide, Service Providers, Publicity, Information, Events, Articles and Interviews, Listings of who does what,
1.3 Business, Organizational Effectiveness			
Best Practices	Members, Staff	Allies Meetings, Mentorships, Research, Professional Development	Improved processes, Member Satisfaction
Board of Directors	Members, Staff	Coordinate strategic and annual planning, budgeting, prioritization, and governance	Overall Organizational Health and Effectiveness
Committees	Members, Staff	Coordinate 20 BAHEP Committees: 5 Industry Committees; 9 Matrix Committees; 6 Business Initiative Committees	Member Satisfaction, Events, Business Opportunities, Minutes
BAHEP Staff	Members, Staff	Hiring, Retention, Professional Development	Measurable Outcomes for the Staff
Planning and Budgeting	Members, Staff	Planning and Budgeting Processes	Strategic Plan, Annual Plan, Annual Budget

II. Strategic Alliances

2.1 Regional Alliances			
Strategic Plan	Clients	Services	Products
Economic Partnerships	Members, Industry, Cities, Counties, Allies, Non-regional Groups	Relationship Building, Events, Seminars, Programs, Long Term Infrastructure and Political Support	Agreements, MOUs, Events, New Business, Jobs
Regional Opportunities and Challenges	Cities, Counties, Industries, Members	Information, Communications, Access, B2B Intros, Training	Newsletters, Op-Eds, Periodicals, Business Briefs, Business Development Update, Meetings, Speakers...
Workforce	Citizens, Members	Coordinating Regional Response for Job Location, Training, Grant Application Support	Workforce Centers for Job Seekers, New/Refined Curricula in Area Schools and Higher Education, Partnerships
Mentorships	Cities	Assist with proposals, data, strategic plans	Proposal Assistance, Strategic Planning Support, Improved governmental Services, Meetings
Regional Issues	Cities, Counties, Allies, Members	Emergency Management Issues, Service Coordination, Infrastructure, Ad Hoc Issues	Improved Services and Quality of Life, Coordinated Regional Leadership
2.2 Member Alliance			
Member Support	Counties, Cities, Members	Information, Communications, Access, B2B Intros	New Business, Jobs, Member Satisfaction
Business Competitiveness	Counties, Cities, Members	Problem-Solving Sessions, Member Collaboration	New Business, Jobs, Member Satisfaction
National Model	Counties, Cities, Members	Applications, Publicity, Third Party Representation	Awards, Recognition, Publicity

III. Policy Advocacy

3.1 Governmental Relations			
Strategic Plan	Clients	Services	Products
Review Sessions	Members, Industry, Elected Officials	Coordinate Meetings and Events between Officials and Constituents, Coordinate meetings to create policy and positions	Coordinated Meetings and events among officials and constituents
Policy Review	Members and Allies	Facilitated Position papers, presentations, media	White papers, Position papers
3.2 Advocacy			
Issue Clarification	Members, Industry, Elected Officials	Mentoring how to work with one another	White papers, Position papers, Outreach Events, Outreach Trips
Support for Regional Institutions	Members, Industry, Elected Officials, Educational Institutions	Coordinate trips to meet with elected officials	Support for Regional Programs, Business, Industries

IV. Community and Quality of Life

4.1 Inter-Governmental Initiatives			
Strategic Plan	Clients	Services	Products
Education	Educational Institutions, Members, Allies	Curriculum Programs, B2B Opportunities, Best Practices, Support for Industry Needs	New Curricula, Partnerships, Programs
Public-Private Initiatives	Members, Counties, Cities, Allies	Organizational services, Access to decision-makers, Problem solving	MOUs, Space Act Agreements, Proposals, Programs
Community-Based Organizations	Local Government, Not-for-Profits, Members, Allies	Organizational services, Access to decision-makers, Problem solving	Representation, Events, Solutions
4.2 Regional Development			
Regional Planning	Members, Local government	Organizational services, Access to decision-makers, Problem solving	Documents, Partnerships
Regional Marketing	Members, Industries	Representing area at shows, events, meetings, Printed Materials	Websites, Op-Ed, News Releases, Periodicals, Publicity, Events, and Interviews
Infrastructure	Cities, Counties, Members, Industries	Expertise, Issue Clarification, Relationship Building, Partnerships, Problem-Solving, Data	Regional Enhancements
Redevelopment	Counties, Cities	Support, Expertise, Economic Development Programs	Community Enhancements
Sustainable Initiatives	Counties, Cities, Members, Allies	Expertise, Issue Clarification, Relationship Building, Partnerships, Problem-Solving, Data	Symposia and Conferences, More Jobs and More Business
Recreation	Counties, Cities, Members, Allies	Expertise, Issue Clarification, Relationship Building, Partnerships, Problem-Solving, Data	More Jobs and More Business

Visitors and Tourism	Counties, Cities, Members, Allies	Expertise, Issue Clarification, Relationship Building, Partnerships, Problem-Solving, Data	More Jobs and More Business
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