

Village Policy: VB-6

Date Approved: August 27, 2007 (Resolution #2007-15)

POLICY TITLE: Supporting Economic Development Practice Guidelines for Brown County Communities

AUTHORIZATION: Village Board Resolution #2007-15

POLICY STATEMENT:

WHEREAS, Advance, the economic development division of the Green Bay Area Chamber of Commerce, is a public-private partnership, committed to improving and diversifying the local economy by attracting and retaining businesses in the greater Green Bay area; and

WHEREAS, the municipalities of Allouez, Ashwaubenon, Bellevue, De Pere, Denmark, Green Bay, Hobart, Howard, Lawrence, Ledgeview, Suamico and Wrightstown are all municipal contributors to the Advance partnership; and services are extended throughout all of Brown County; and

WHEREAS, representatives of Advance communities have met on a regular basis to discuss economic development issues of common concern in Brown County; and

WHEREAS, recognizing the benefits of regional cooperation in economic development, have developed a mission statement to guide individual municipalities in dealing with economic development competition in the future, such mission statement being:

“...to develop and promote cooperative intergovernmental strategies that create and maintain regional economic development initiatives and improve the overall efficiency of municipal services through Brown County”; and

WHEREAS, in order to achieve the goals of this mission statement, guidelines for implementation of such mission statement have also been developed.

NOW THEREFORE, BE IT RESOLVED that the Village of Howard hereby adopts the following:

1. Competition Guidelines

- Municipalities should not initiate solicitation of businesses from another Brown County community.
- Municipalities may compete for existing Brown County businesses which invite competition on the basis that without moving from its current location, it would cease business operations or move out of Brown County.
- Municipalities which receive inquiries from a business currently located within a Brown County community about relocating their community should notify the current locale community to advise them of this contact provided that the business has not requested confidentiality of the contact.
- Municipalities may solicit and compete for any business not located within a Brown County municipality.

2. Intergovernmental Support Guidelines

- Municipalities that are no longer under consideration in a multi-site competition for a business should terminate continued solicitation efforts if the remaining preferred site(s) are within Brown County municipality.
- Brown County municipalities should work to cooperatively promote the selection of a Brown County preferred site to ensure the business in question selects Brown County as its development site.

3. Brown County Economic Development Promotion Guidelines

- Brown County municipalities should promote achieved economic success with an annual media release
- Marketing strategies to retain existing business and promote economic development should be cooperatively developed and utilized by Brown County municipalities.
- Advance should coordinate and cooperate with other Northeast Wisconsin Economic Development agencies to promote regional development in Northeast Wisconsin.

BE IT FURTHER RESOLVED that the Village of Howard hereby agrees to implement and incorporate the above policies, strategies and guidelines on a reciprocal basis with any other Advance community which adopts this resolution.