Business Retention & Expansion

University of Southern Mississippi
Economic Development Basic Course
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Converting Visits to Results

Two types of Problem Solving

- Business issues
- Business sector issues
Developing case studies
Case Studies in Business Sector Problem Solving

1. Oil & Gas Industry Cluster
2. Technology Industry Cluster
Case Study Template

Goal: Grow the business sector

Step 1 Visits
Step 2 Analysis
Step 3 Strategic Plan Process
Step 4 Goals and Objectives
Step 5 Branding
Step 6 Initiatives
Goal: Grow the Business Sector

Step 1. Visits to companies in an industry cluster

- Who in the company to visit
- Who will make the visit
- How many visits
- Data gathering, yes or no, in what detail
- Formal or informal
- Resolve company problems/issues first
- Determine trends and analyze
Goal: Grow the Business Sector

Step 2. Analyze what you learned from visits
- Trends
- Expansions, closings
- Workforce needs
- Competitiveness
- Emerging issues
Goal: Grow the Business Sector

Step 3. Assessment

• Strategic Plan
  o Recruit industry players
  o Motivate participants
  o Clarify priorities
  o Create a shared vision and mission statement
  o SWOT discussion (strengths, weaknesses, opportunities, threats)
  o Everyone on the same page
Goal: Grow the Business Sector

Step 4. Goals and Objectives
  • Addresses most urgent needs
  • Prioritize most promising programs and projects
Goal: Grow the Business Sector

Step 5. Branding

• Who are you
• What is your message
• Will it be understood by all
Goal: Grow the Business Sector

Step 6. Initiatives

- Develop strategies, action plans and time frames for each goal
- Implement plans
- Monitor, reevaluate, adjust
Case 1. Oil and Gas Sector

• Visits: 30 companies
• Analysis: industry has potential with excellent infrastructure but there is a need for a facilitating organization to grow the industry
• Strategic Planning process began with 20 stakeholders
Oil and Gas Sector

• Vision: to grow southwest Alabama into a sustainable world class offshore energy center

• Mission: to develop the southwest Alabama region to support offshore oil and gas industry in a planned, safe, eco-minded manner and create a sustainable enterprise for the future
Oil and Gas Sector

• Brand

[Offshore Alabama Logo]
Oil and Gas Sector Initiatives

Website: www.offshorealabama.com

Magazine Ads
Oil and Gas Sector Initiatives

Marketing Flyer

Oil & Gas Directory and Buyers Guide
Oil and Gas Sector Presentation Folder
Oil and Gas Sector Publicity

Alabama Seaport Magazine

"Offshore Alabama.com Attends Premier Oil and Gas Expo in Houston"

"The 2012 Offshore Technology Conference is our special event. We want Offshore Oil and Gas to participate because there are so many reasons to participate. The conference's main purpose is to provide a platform for oil and gas companies to showcase their products and services."

"All of the companies we talked to said they were looking to do more local business and that they would be in Mobile. - said Mortimer, who added that he would be happy to see more companies in the area."

Business Alabama

"Whining Money"

"Offshore Oil and Gas"
Oil and Gas Marketing Plans

- Partnered with the University of South Alabama
- Collaborated with the Oil & Gas Task Force
- Developed a 46 page study and marketing plan
- Used as a road map

Mobile Area Chamber of Commerce’s Oil and Gas Task Force

Developed By:
Jessica Gardner, Shirley Harvey, James Holloway
University of South Alabama
Mitchell College of Business MBA Program
December 1, 2010
Next Steps for Oil & Gas Sector

Visibility, Visibility, Visibility, Visibility
Case 2. Technology Sector

Existing Initiatives

Networking = Bi-monthly meetings with tech topics and Tech mixers
Existing Initiatives

Website
www.gulfcoasttechnology.com

Brand

Membership brochure

- Becoming a member of the Gulf Coast Technology Council is an opportunity to be part of a growing community of technology-minded professionals.
- The GCCTC's mission is to foster the growth of technology in the region through networking events, educational programs, and advocacy efforts.
- As a member, you'll have access to exclusive resources, networking opportunities, and discounted rates on events and programs.
- Join today and become part of the GCCTC community.

Call 231-431-8030 or visit www.gulfcoasttechnologycouncil.com
Existing Initiatives

2007-2012
29 students have been awarded $34,000 in scholarships
Supporting Entrepreneurship

- Facilitate linkage to universities and colleges
- Collaborate with incubators
- Alabama Launchpad participation
- Mentoring services offered
- Innovator of the Year awarded
Next steps to Technology Economic Development

2013 Directory of Tech companies
2014 Strategic Plan Process completed
2015 Visits to tech companies
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