



2019 GPI WORK PLAN

	BUSINESS DEVELOPMENT	MARKETING AND COMMUNICATIONS	REGIONAL COMPETITIVENESS (GP2020)	STAKEHOLDER RELATIONS	BOARD OF DIRECTORS
CROSS-CUTTING STRATEGIES					
1 SELL SMARTER	<p>Build on research-driven direct lead generation</p> <p>Further connect foreign direct investment (FDI) opportunities through domestic recruitment efforts</p> <p><i>DRIVES METRICS: 1A-1D</i></p>	<p>Develop media tour strategy around mid-Atlantic sales mission</p> <p><i>DRIVES METRICS: 2A-2C</i></p>	<p>Build on success of GP2020 signature projects by adding to the portfolio a revenue-generating project</p> <p><i>DRIVES METRICS: 3A, 4B</i></p>	<p>Consider monetizing Ambassador events for non-GPI investors</p> <p><i>DRIVES METRICS: 4B</i></p>	<p>Identify and pursue prospective board targets</p> <p><i>DRIVES METRICS: 4B</i></p>
2 SEE AND BE SEEN	<p>Continue outreach to site-selectors in core markets and mid-Atlantic region</p> <p><i>DRIVES METRICS: 1A-1D, 2A</i></p>	<p>Refresh website</p> <p>Continue local media outreach to establish GPI as regional economic development authority</p> <p><i>DRIVES METRICS: 2A-2C</i></p>	<p>Update data on competitor benchmarking dashboard and expand detail in cluster analyses</p> <p><i>DRIVES METRICS: 1D,4A</i></p>	<p>Work with Certified Ambassadors to launch GPI Welcome Wagon for new companies and provide content for blogs/vlogs</p> <p><i>DRIVES METRICS: 4A, 4B</i></p>	<p>Raise GPI's profile through leadership networks, media, and social media</p> <p><i>DRIVES METRICS: 2C, 4B</i></p>
3 MAKE GOING GLOBAL MANAGEABLE	<p>Launch a regional international platform for FDI priority markets of UK, Germany</p> <p>Continue aligning strategies, actions with Greater Portland Global partners</p> <p><i>DRIVES METRICS: 1A-1D, 2A</i></p>	<p>Pilot a PR campaign with partners in a priority FDI market (Canada, Japan, Germany, UK)</p> <p><i>DRIVES METRICS: 2A-2C</i></p>	<p>Expand Growing Small Businesses Globally cohort of women, minority, veteran entrepreneurs</p> <p><i>DRIVES METRICS: 2C, 3A,4A</i></p>		
4 CONVENE LEADERS ACROSS THE REGION	<p>Explore professional development training for local economic development practitioners</p>	<p>Create mechanisms for partners to share GPI messaging</p> <p><i>DRIVES METRICS: 2B, 2C</i></p>	<p>Plan GP2020 graduation</p> <p>Continue raising awareness and pursuing opportunities to achieve regional economic prosperity for all (<i>Diversity in Leadership, Tech Challenge, Growing Small Businesses Globally, Employment Site Readiness</i>)</p> <p><i>DRIVES METRICS: 1D,4A</i></p>	<p>Take GPI Summit to the next level</p> <p>Expand participation in GPI committees, advisory groups (Higher Ed, Commercial Real Estate, Marketing, EDPs, Small City Consortium)</p> <p><i>DRIVES METRICS: 2C, 4A, 4B</i></p>	<p>Host an event, coffee or conversation about GPI</p> <p>Welcome new market leaders</p> <p><i>DRIVES METRICS: 4B</i></p>
5 STRENGTHEN OUR BASE	<p>Leverage Best Practices delegations to promote the region</p> <p><i>DRIVES METRICS: 2A</i></p>	<p>Increase promotion of news/happenings from GPI investors</p> <p><i>DRIVES METRICS: 2B, 2C, 4A</i></p>	<p>Evolve People, Business, Place work groups</p> <p><i>DRIVES METRICS: 4A</i></p>	<p>Build momentum for multi-year investments</p> <p><i>DRIVES METRICS: 4B</i></p>	<p>Adopt 3-5 year strategic direction that puts GPI on path to success</p> <p>Hold each other accountable; develop board scorecard</p> <p><i>DRIVES METRICS: 4A, 4B</i></p>