

# GREATER CLINTON PARTNERS *for Growth*

## WHO?

The leadership of the **Clinton Regional Development Corporation (CRDC)**, the **Clinton Area Chamber of Commerce** and the **Clinton Convention and Visitors Bureau** have decided to merge their individual organizations into one consolidated, focused organization. The merged organization will be managed by one Board of Directors, one combined staff and set of combined performance metrics.



## WHY?

While maintaining established efforts, a merged organization will enable increased focus on key priorities, such as existing business retention and expansion and workforce development.

The merged organization will allow Greater Clinton investors to make one combined investment and evaluate that investment through a combined set of metrics.

A merged organization will identify efficiencies and overlapping priorities and provide assurance to investors that their investment will be maximized.

A merged organization will provide a coordinated, flexible approach to meet changing priorities.

# WHAT

## WILL THE MERGED ORGANIZATION BE DOING?

The merged organization will have an action plan that will focus on:

- 1 Workforce development and attraction efforts that support Greater Clinton employers;
- 2 Retention and Expansion of existing businesses, including key retail businesses;
- 3 Attraction of businesses to Greater Clinton that will create new jobs and capital investment;
- 4 Organizing and promoting events that will bring visitors to the area and support small businesses and retailers;
- 5 The development of, and advocacy for, a legislative and regulatory public policy agenda that supports the action plan.



# WHEN?

The Merger Committee is moving forward with the merger process as quickly as possible but in a prudent step- by- step approach.

- The Committee has drafted a business plan that will guide the merged organization that includes the action items listed above.
- The Committee has drafted By-Laws that will govern the new organization and establish the structure of the governing Board.
- The Committee will begin a process to identify the CEO of the merged organization.

## YOUR SUPPORT

Your past, current and future support is highly appreciated. The combined organization moves the Greater Clinton region towards a more efficient and effective approach to maintaining momentum and growing our economy. Results will matter.

We look forward to continuing opportunities to keep you informed of our progress as well as your feedback on any aspect of this merger process.

