

## ABOUT ADO

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Governor Riley has sought to expand the definition of economic development beyond the traditional project recruitment approach. More than 70% of the state's new jobs are created from existing industry. Trade involving Alabama companies can become an even greater contributor to the state's growth in existing industry jobs and wealth. In an effort to better align ADO with this broader definition, the re-deployment of resources at ADO can enhance both of these important economic development functions. Under the Smart Budgeting process, the agency amended its Strategic Plan to further guide its efforts. This Plan outlines major objectives for the Agency and provides target accountability measures to ensure that we are focused on both the activity and the expected results.

### MISSION

To coordinate economic development resources leading to quality job creation throughout Alabama.

### VISION

We envision a comprehensive economic development effort where state and local partners work cooperatively to create quality job opportunities for Alabama citizens.

### CORE VALUES

We value our local, regional and corporate economic development partners and the roles they play in job creation.

We value Alabama-based companies who provide quality job opportunities and contribute to the State's economic well-being.

We value the ADO staff and their efficient and effective management of agency resources.

### GOALS

To create 20,000 new jobs in Alabama each year through new and/or expanding businesses.

To achieve \$10 billion in export sales of Alabama products and services annually, with the goal of a 10% increase each year.

To conduct 12 small business information exchange forums annually.

To achieve \$20 million in film Investment each year.

Under the direction of Neal Wade, these goals are met through the efforts of ADO's divisions of [Recruiting](#), [Research & Communications](#), [Trade](#), the [Alabama Film Office](#) and [Community Services](#).

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## **RECRUITING**

The major objectives of ADO's Recruitment division, led by David Hutchison, are to attract industry to Alabama, to encourage and promote foreign manufacturing investment in the state, and to support expansion and retention of existing businesses.

The department works closely with other economic developers throughout the state, facilitating a cooperative effort to recruit U.S. and foreign based companies. They also recognize the importance and potential of the state's existing industries and consider retention and expansion of Alabama companies to be an integral part of recruitment strategies.

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## **INTERNATIONAL TRADE**

ADO's International Trade department, managed by Hilda Lockhart, provides marketing assistance to benefit as many Alabama firms as possible. Trade helps companies establish working relationships with export and other professionals, building knowledge that results in lucrative international business. The department accomplishes this mission through several specific activities designed to complement the existing trade promotion programs of other state and federal agencies.

Activities include special programs and trade events including trade missions, trade shows, and catalog missions. Foreign buyers are encouraged to include Alabama in their U.S.A. itineraries, and the state's exporters and importers receive mass mailings and special publications such as the Alabama International Trade Directory. The department co-sponsors and supports a variety of export development activities for other Alabama organizations.

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## **SMALL BUSINESS ADVOCACY**

The Alabama Development Office recognizes the fact that small business is big business in Alabama. Small businesses are the basis of America's prosperity and economic growth. The Small Business Office of Advocacy fosters the growth of

Alabama's small operations by giving them a variety of assistance. The office provides information to businesses, and the needs and concerns of small-business owners are regularly addressed. Nexton Marshall directs the division.

Working closely with the Small Business Development Consortium, the agency's Small Business Office will improve communications and coordination with the consortium's eleven Small Business Development Centers at universities throughout the state. The department also participates in joint efforts with ADECA's Office of Minority Business Enterprise, as well as other groups around the state involved in the development of small business.

### **Communications**

ADO is often called upon to submit guest articles and provide information for state, national, and international publications. These are researched by the staff and written by ADO's Communications officer. Industrial announcement and ground-breaking ceremonies are coordinated by the division.

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**ALABAMA FILM OFFICE**, under the direction of Linda Swann, promotes the state of Alabama to the film and video industry as a site for on-location production for feature films; television; music videos; industrial and corporate training films; and commercials. Visit the Film Website at <http://www.alabamafilm.org/>.

In addition to scouting locations for specific project needs, the Film Office maintains a file of more than 20,000 photographs of potential sites. The division also publishes the Alabama Production Directory, which is used as a resource guide to locations and technical support availability. The directory contains more than sixty categories of technicians, production staff and support services that are utilized by the film and video production industry.

With the film and video industry expanding rapidly, and with the need to find cost-effective locations that offer high production value, the Alabama Film Office is available to meet on-location needs, providing the production industry with many services, all cost-free.

### **INFORMATION SERVICES**

Research, in cooperation with the Economic Development Partnership of Alabama, provides a wide array of services to ADO's other divisions as well as outside agencies and organizations, giving them the technical support and information they need to market the state to industrial clients.

In addition to developing and providing comprehensive data and statistics, the division supports ADO's communication and marketing efforts; compiles and produces the Alabama Industrial Directory; designs and produces custom proposals and other publications; produces customized tax analyses; compiles from surveys the new and expanding capital investment and job announcements that support data published in an annual report (which is available upon request).

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**COMMUNITY SERVICES** support local efforts in Community and Rural Development and in state/regional Existing Industry outreach and policy activity. The initiative, led by Linda Swann, attempts to determine additional roles and responsibilities for the state in assisting Alabama communities and counties as well as the programs and policies that can better support the state's existing businesses.

Effective and sustainable development is best achieved by following the key principles of

1. Sustainable community development--implementing comprehensive strategic plans and building community capacity;
2. Community and regional-based partnerships--ideas and opportunities for enhancing community partnerships; and
3. Economic opportunity--local strategies for business retention and new development.

In addition to its own support efforts and programs, Alabama Development Office is a partner in the **Alabama Communities of Excellence (ACE)** Program, a comprehensive approach toward the development of smaller communities throughout Alabama. Nexton Marshall leads ADO's participation in the ACE program, where members of the collaborative partnership have come together to provide a variety of services to these communities in order to create growth and other opportunities for sustainability. During the process, each community receives some of the best technical assistance available. More importantly, the communities adopt a process that clearly maps out a direction for it to follow identifying specific goals, objectives, and milestones of accomplishment along the way.

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