BLAEDC Marketing and Education

BLAEDC relies on partnerships, networking opportunities, and strategic marketing paths to share our message:

“We’re ready. Let’s grow!”

2012 Marketing Highlights

Industry Trends: $10 Billion Spending Gap at Home, New Spending on Urban Infrastructure

2012 Executive Initiative: Join local and state partners to develop a comprehensive plan to attract urban infrastructure spending.

Open Approach: A New Era of Openness and Transparency

2012 Executive Initiative: Ensure that the BLAEDC website and all communications are open and transparent.

A Note from the President

Dear Supporters, Mentors and Members:

For many of us, 2012 was a year of challenges and growth. We faced economic and market challenges that affected all of us in different ways. Despite these challenges, we made progress and achieved important milestones.

Economic and Community Development

The economic picture in the Chew Wing Project is bright with nearly $50 million in new employment for local businesses. The project is expected to create approximately 1,500 jobs and generate $120 million in annual revenue for the community.

BLAEDC’s Executive Initiative

Meet Our EXECS

The BLAEDC Executive Initiative, initiated in 2012, aimed to attract urban infrastructure spending to the region. The initiative led to the establishment of the Chew Wing Project, which is expected to generate significant economic benefits for the community.

2012 EXECS Projects

One-on-one meetings in more than 30 local businesses and organizations

Compliments 14 projects with another 14 in progress and several about to begin

Annual events, including business lunches and networking events

Supporting local businesses through marketing and promotion

Businesses have been successful in attracting new customers and increasing sales.

Economic and Community Development

When it comes to unique and successful community initiatives, the Chew Wing Project is a real winner. Whether it manufactures solar panels or provides nanotechnology services, the project is creating jobs and opportunities for the community.

BLAEDC’s Executive Initiative

The Chew Wing Project is an example of how the BLAEDC is working to attract urban infrastructure spending to the region. The project is expected to create approximately 1,500 jobs and generate $120 million in annual revenue for the community.