

To: Dennis, John, Missy and ED Staff

From: Andy

Re: An Economic Development Strategy for 1984

In addition to our ongoing efforts of outreach to public officials and the business community, I suggest that we consider putting together an economic development strategy for Massachusetts. By this I mean a list of 5 or 6 of the major issues that confront a healthy economy and developing initiatives for each. Such a strategy would serve a number of purposes: we could offer a systematic appraisal of the ongoing problems in Massachusetts (as well as the rest of the nation) with ideas to combat them, we could define economic development to the residents and demonstrate our interest and involvement, we would be better able to take advantage of press coverage, and finally, campaign advertisements would literally fall out from this package.

Currently, the ED staff ^{Steve, Rocky} is involved in two major ^{Andy, Mitch} issues, 1) repair and maintenance of the infrastructure, and 2) working towards a national industrial policy as an outgrowth of all the work with the hi-tech industry. Both issues are critical to a healthy and vital economy. Other issues that come to mind include: 3) support of small businesses, 4) controlling health care costs, and 5) a housing program. ^{John, Missy} ← ^{jobs + labor → Andy.}

^{Dr. Missy} The idea is to work through an agenda and come to an agreement on what the 5 or 6 issues should be, followed by a timetable for work in each area. Legislation for infrastructure appears to be the most imminent. Additionally, we have made some inroads on an industrial policy as well as some efforts to assist small businesses. Health care costs have been mentioned by AIM, the Mass. Business Roundtable, the Vault, Life Insurance Assoc. of MA, and the president of the AFL-CIO of Hampden County as the major issue of the '80s. No one disputes the need for housing assistance to the urban poor.

By thinking of economic development as a package of initiatives over the next 18 months, we would be in a great position to educate voters on just what economic development means and how comprehensive our approach has been. Media ads could focus on each area, e.g. "Small businesses in Massachusetts account for x% of the work force and are most important in creating new jobs. We have done the following to assist small businesses..." etc.

Administratively, it would make sense to have one ED staff person responsible for each issue. That way he/she would coordinate our efforts, making sure that we do not duplicate work and that we do collaborate on acquired knowledge. ED meetings would appear to be an appropriate time to discuss strategies and initiatives and pool our resources to develop responses.

Since we are currently engaged in some major projects, it seems only sensible to devise a comprehensive strategy with an eye towards selling ED in 1984.

Andy to handle Mass. labor

PT → this memo

PT - Osborne
+ Carpenter

Bayley

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John → labor - Andy
→ mtg on E.D. Dev

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