

Economic Development Partnership of Alabama boss says recruitment game is changing

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Michael Tomberlin -- The Birmingham News

By

BIRMINGHAM, Alabama -- The head of the **Economic Development Partnership of Alabama** said the state's approach to economic development is in the midst of major change and urged teamwork to make the effort a success.

Bill Taylor said the **Alabama Economic Development Alliance** and its **Accelerate Alabama strategic plan** unveiled last month represent a new approach to economic development built on cooperation and based on specific, measurable actions.

"In the world we live in now, an action that cannot be measured really makes no sense," Taylor told the **Rotary Club of Birmingham** at a Harbert Club luncheon.

He said the recruitment of new industry is going to be more targeted based on those industries the state needs. He said a key part of the work needs to focus on helping existing companies expand because 75 percent of job growth in Alabama comes from those companies and, in some counties, the figure is 100 percent.

Specific actions will be taken to boost innovation and entrepreneurship in Birmingham, Taylor said.

The alliance brings together the private economic development sector with EDPA and its member companies along with the public sector of the **Alabama Development Office** and the two-year colleges, four-year universities, **AIDT** and others.

"As long as we work together and pool our resources, we're going to have success," said Taylor, who once headed the **Mercedes-Benz plant in Vance**.



Bill Taylor heads the Birmingham-based Economic Development Partnership of Alabama.

He called on members of the Rotary Club and others to do their part in playing up the positive attributes of their communities and the state.

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