

CITY OF CONCORD

GOODWILL ACCOUNT EXECUTIVE PROGRAM



What is it about?

The Account Executive program was created as a way of establishing good relationships and communication with key Concord companies in order to facilitate their retention and expansion within the City of Concord.

Since 1994, the City of Concord Goodwill Account Executive Program has promoted the idea that existing Concord companies are the community's biggest asset.

Who may be involved?

The program links targeted companies with a City of Concord:

- Council Member
- Planning Commission Member
- Senior Staff Member
- Economic Development Staff Member



What are the benefits?

- Provides companies with a high-level contact within the City to address issues or needs
- Provides the City with greater insight and understanding of companies and their key decision makers
- Increases communication and cooperation between the City and Concord companies

How does it work?

The Account Executive Team will arrange a personal Goodwill Visit with the designated company and provide follow-up to any issues or questions that arise during the meeting. Through periodic phone calls and correspondence, the Account Executive will remain in contact with the business, providing assistance when needed. These efforts are meant to assist key companies to ensure their retention within the community.

For more information:

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