

Economic Development Strategic Planning

The Building Communities’ core competency is community and economic development strategic planning.

We believe that virtually all community planning should start with a Building Communities-based strategic plan. Such a plan

- Brings people together to form a unified team to advance the community
- Sets community direction
- Creates a positive platform for land-use planning
- Informs municipal infrastructure planning and development
- Inspires existing and potential new business owners to invest

The Traditional Approach	The Building Communities Approach
<p>Communities of all types (cities, counties, tribes and regions) are currently having an especially difficult time meeting citizen needs and expectations for economic development, job creation and community advancement. The hard reality is that the nation's challenging economic times have greatly reduced, if not eliminated, discretionary funding to pursue such priorities.</p> <p>Nevertheless, for cities and counties that want to begin improving their economy and quality of life, this important work must start with economic development strategic planning. However, the traditional approach to such planning is filled with many potential pitfalls, including:</p> <ul style="list-style-type: none"> • Strategies are often not defined or are unknown • Communities do not know which economic 	<p>Building Communities offers an economic development strategic planning <i>paradigm shift</i>. Instead of starting with the typical demographic study and community-based SWOT analysis, Building Communities begins by helping community leaders evaluate the 25 known executable economic development strategies through the Key Success Factor Analysis™.</p> <p>Leaders then consider separate Key Success Factors™ relevant to one or more of the strategies. By evaluating the assets and characteristics of their own community, leaders take a very objective approach to identifying strategies that are truly viable.</p> <p>Finally, once the strategies are selected, Building Communities presents specific Essential Action Steps™ the community should seriously consider taking in order to efficiently and effectively implement the chosen strategies.</p> <p>Community leaders then develop a Plan Implementation Workbook that identifies</p>

<p>development strategies are truly viable</p> <ul style="list-style-type: none"> • Specific action steps to implement certain strategies are not apparent • Determining the staffing, training and budgeting requirements is often too subjective • Entrenched special interests may hijack the process anyway <p>In short, traditional economic development strategic planning is usually imprecise, subjective and unproductive with low-value outcomes. It does not have to be that way.</p>	<p>who will do what by when.</p> <p>No longer will economic development strategic planning in your community be simply an academic exercise that results in the proverbial report on the shelf. In fact, Building Communities can integrate existing plans, or ones in process, into the Building Communities' model.</p>
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Every Community Needs to Plan

We believe that every community, regardless of size, should engage in economic development strategic planning. For many small communities, it makes sense to collaborate within their county or region to build such a plan.

Community and Economic Development Strategic Plans	
What is a community and economic development strategic plan?	A plan to strengthen the community's economic condition and bolster its overall quality of life
How long is the plan good for?	3-5 years
Who should do the plan?	The process needs to be led by an organization (city, county, tribe, non-profit, etc.) and include all affected people
How long does it take?	As long as you need. We can help you conduct the entire process in 12-14 weeks.

<p>How much does it cost?</p>	<p>It depends. The average price of a generic (non-Building Communities) plan in 2012 was \$68,000. Our price is typically less, depending upon the specifics of the planning effort.</p>
<p>What is in the plan?</p>	<p>If it is a Building Communities plan, it contains:</p> <ul style="list-style-type: none"> • Your economic development strategies • Your Quality-of-life Initiatives • Your specific action steps to implement the plan • A workbook outlining who is going to do what by when • A listing of the resources you will need to implement the plan • Specific performance measures
<p>Who implements the plan?</p>	<p>Community leaders, professionals and volunteers</p>
<p>Is this the same as a vision statement?</p>	<p>No. A vision statement is a description of conditions at a future point in time. A strategic plan has specific action steps to get there.</p>
<p>What community is too big or too small for this planning?</p>	<p>All communities should engage in this planning. Building Communities has done planning for counties with populations of less than 1000. Our approach can address the largest of cities because we segment cities into neighborhoods, districts or other planning areas.</p>
<p>How do we get started?</p>	<p>Just call us at (919) 241-4718 ext25. We are happy to tailor our approach to your needs and situation.</p>