

Where are we now?

Assess Economic Assets

(strengths, weaknesses, future trends, opportunities, gaps)

- **Quality of Life** – Definition of QoL varies, but is an important factor driving where people and enterprises decide to locate;
- **Natural Capital** – Assets that are inherent to geographic location such as weather, natural resources, and amenities;
- **Social Capital** – Networks and connections among people and organizations;
- **Human Capital** - Knowledge and skills of the labor force, community residents, and local institutions;
- **Industry Clusters and Concentrations** - Industries that form the basis for regional competitiveness;
- **Educational Institutions** – Create innovation and develop human capital;
- **Infrastructure** – Highways, broadband, airports, etc.;
- **Others** – Financial capital, political capital; regulatory environment, etc.

Ready...

- Ranked by current strength
- Since these are economic assets (per Kures deck, p5), assessment of all should be in-scope of EDA study
- Give volunteers a rest while consultants do studies

Where are we going?

Develop Strategy

- **Assemble Stakeholders**
- **Set Development Direction and Position the County**
- **Address Opportunities and Challenges**
- **Identify Goals and Objectives**

Aim...

- Wait to do this until we know where we stand
- Select direction and initiatives based on solid data

How will we get there?

Develop Plan

- **Identify possible initiatives**
- **Develop rough work plans and cost estimates for initiatives**
- **Select initiatives**
- **Establish operations, management and accountability structures**
- **Identify and assemble needed resources**
- **Launch**

Fire...

- Tie initiatives back to goals with concrete measures of success