



Comprehensive Strategic Planning *Considerations & Issues*

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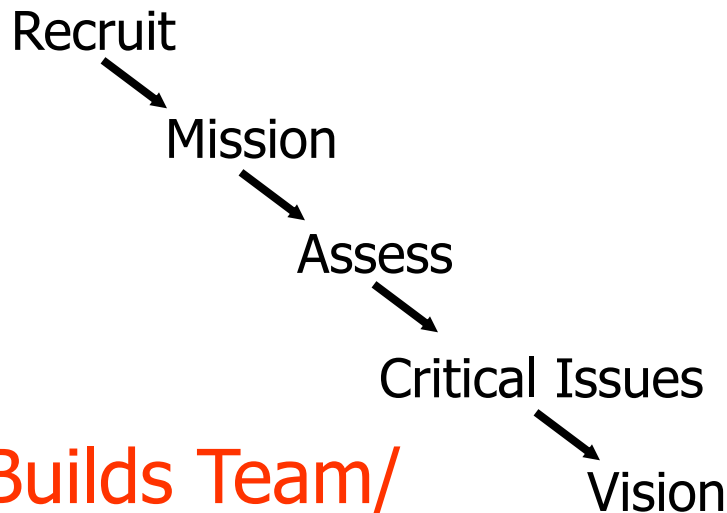
Economic Development Planning



- Project Planning
 - One event, initiative, program, or project.
 - Example: Market the industrial park to target industries.
- Strategic Planning
 - Long-Term involving multiple initiatives, programs, and projects within 3-5 Goals
 - May involve public-private partnership of several agencies
 - Examples: Job Creation, Education, Infrastructure, Quality of Life

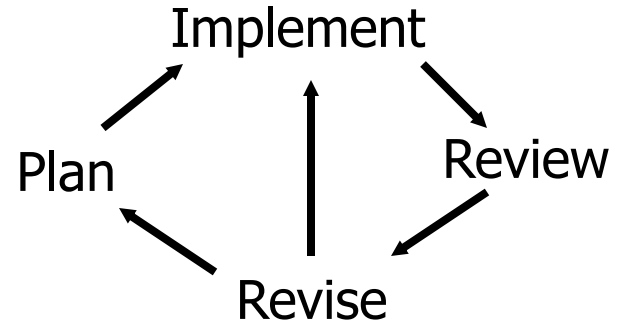
The Strategic Planning Process

Organize



Builds Team/
Develops
Commitment

Plan





Successful Economic Development Planning

- Mission – What is the mission of the group? What does it hope to accomplish? Is there role conflict with another organization?
- People – Who are the key stakeholders from the community and partnering organizations that will be on the planning committee? Will this be a public-private partnership? How will outreach be conducted



Successful Economic Development Planning

- Process – How will an environmental assessment be conducted? Who will be involved in the planning dialogue? How will activities be communicated to the public? How will implementation be managed?
- Product – What will the planning document look like? What are its components? For example, Mission, Vision, Goals, Objectives, Tasks.

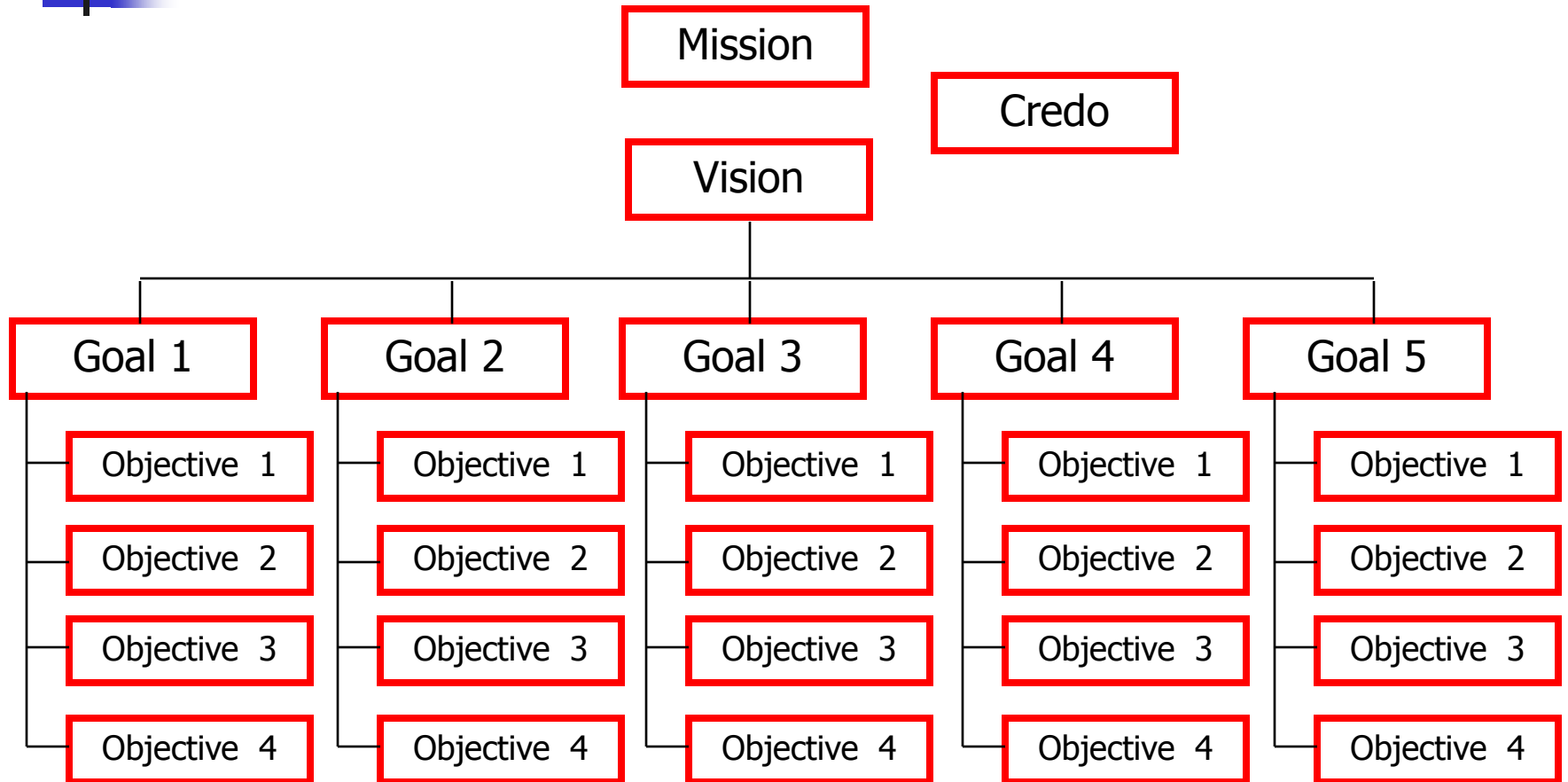
Common Community Critical Issues



- Economic Development (Recruitment, R&E, Competitiveness)
- Tourism Development
- Workforce Development (K-12 and higher)
- Recreation/Quality of Life (Cultural activities, beautification/curb appeal, etc.)
- Social Infrastructure (Housing, drug abuse, crime, teen pregnancy, etc.)
- Physical Infrastructure (Roads, water, sewer, etc.)
- Leadership Development (local, regional, state, teamwork, etc.)



Plan Components

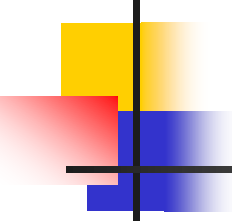




Sample Mission Statement

Mission Statement

The Phillips County Strategic Planning Committee is a public-private partnership that will create and harness community spirit and unify community organizations and citizens so that together we create, promote, and support development efforts that result in the greatest possible benefit for all citizens.



Sample Vision -- A Community

WEST BATON ROUGE PARISH VISION

To be a caring community built on a Parish-wide, strategic plan that realizes the potential for balanced, quality growth and development, where people live, work, conduct business and achieve economic prosperity.



Example of a Community Goal

Goal III -- Education -- Take actions and support initiatives that improve Frederick's educational system so that children and adults can reach their full potential as productive citizens.

Goal Team Chair: John Doe



Format For Effective Objectives

By *date* (1), *action* (2), **result** (3).

(1) By December, 2005,

(2) create a computerized available site and building database that contains descriptions of all property available for development within and near Hammond

(3) so that the property can be marketed and investor inquires promptly answered.



Objectives

Objective III A 05 – Site and Building

Data Base: By June 2005, create a computerized available site and building database that contains descriptions of all property available for development within and near Hammond so that the property can be marketed and investor inquires promptly answered.



Objectives

Responsible Group: Hammond Chamber of
Commerce Economic Development Committee

Objective Team Leader: Marvin Thompson,
Chairman Chamber Chamber ED Committee

Budget: \$ 10,000.00



Tasks

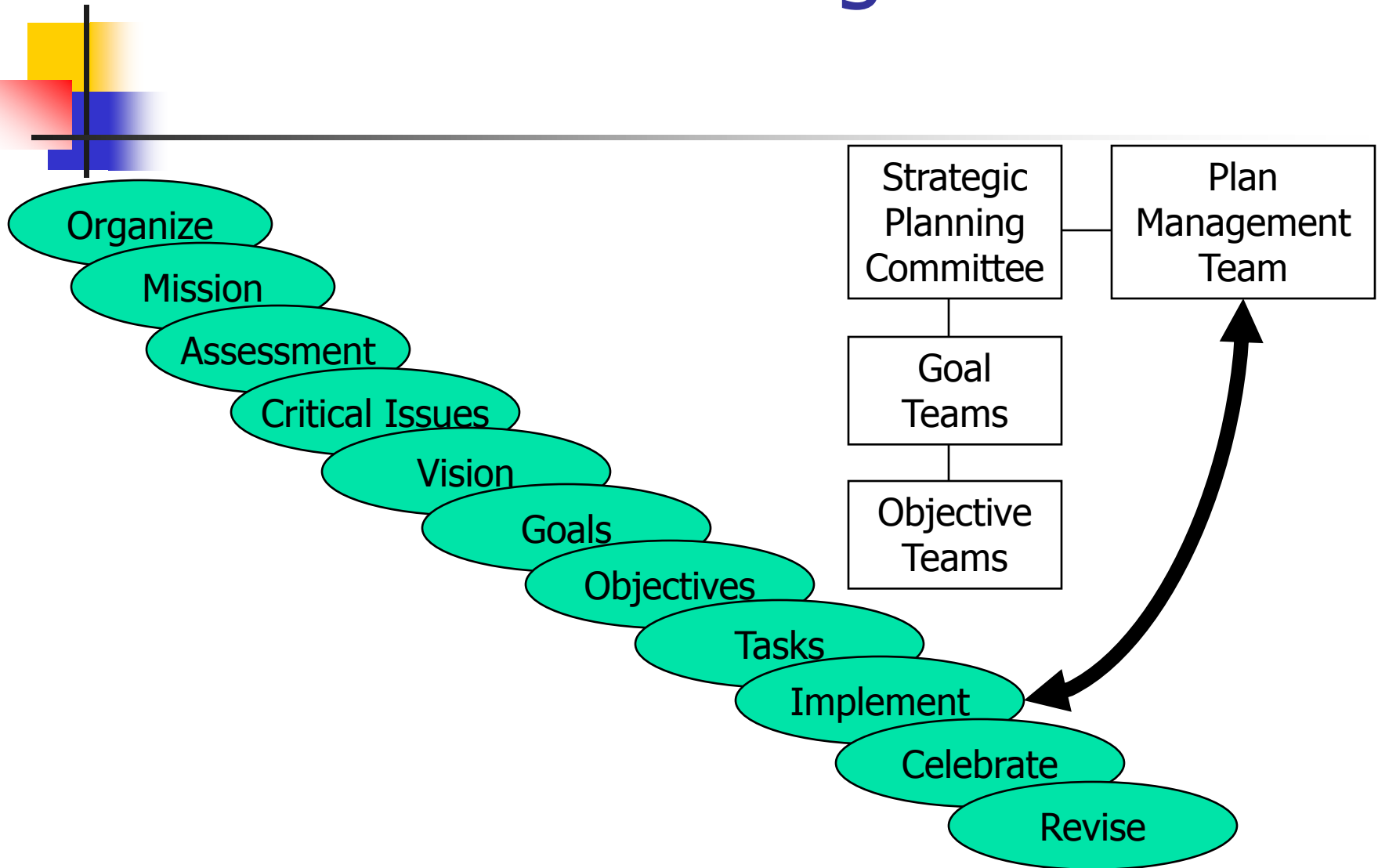
- By January 2005, identify the data needed for the database and develop a data collection form.
- By February 2005, hire a contractor to write the program for entry and accessing of site and building data.
- By March 2005, meet with commercial realtors and property owners to describe the program, its benefits, and to disseminate the data collection forms.



Tasks

- By April 2005, purchase and install computer for storage of database and locate it in the Chamber office.
- By May 2005, complete collection of building and site data collection forms and begin entering the information into the database.
- By June 2005, complete initial entry of data into the database and keep the system updated through ongoing maintenance.

The Planning Process



Possible Planning Problems



- The plan is not implemented
- Only part of the plan is implemented
- People are apathetic
- People are negative or pessimistic
- The initiative loses leaders and participants
- Resources cannot be found
- The plan is completed quickly

Possible Reasons



- Not enough people involved, little citizen input
- The right people are not involved
- Trust does not exist because of past history in the community
- People feel helpless and frustrated, and anger is directed at each other

Possible Reasons



- Popular and visible changes that require little funding are not done quickly
- Objectives are not specific, measurable, or have clear outcomes that people support
- The plan is short-term and has no challenges
- Objectives are not realistic and feasible



Factors Effecting Comprehensive Planning

- Organizational turf battles (Chamber, ED Agency, government) It's about power not influence.
- Threats to personal or traditional power
- Citizen jealousy and suspicion
- Community segmentation (insiders/ outsiders, Chamber/ historic preservation, school board/city government, family feuds -- McCoys/Hatfields)



Factors Effecting Comprehensive Planning

- Race -- “The color is green. You can’t spend black, brown, and white.” Focus on community wealth building that benefits everyone.
- Resistance to change -- “Communities evolve or die” because they are in a changing global environment. You either manage or influence change, or let it happen to you.

Hierarchy Of Team Effectiveness



Vision

Mission

Goals

Roles

Procedures

Relationships

Problems? What is the root cause?

