

Regional Economic Development Planning Chart

 Goal:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Assets | Strategy | Participants | Attitudes, Knowledge and Skills*Short Term (1-12months)* | Behaviors*Intermediate Term (1-2 years)* | Conditions*Long Term (5-10) years* |
| What do we have that can contribute to this goal? | What do we need to do to help participants move towards ABC’s? | Who needs to change? | What Attitudes, Knowledge or Skills are needed to change Behaviors? | What Behaviors need to change to reach Condition? | If we are successful, how will our region change because of this goal? |
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| * Library – computer lab
* Community college – instructor, tech students
* Chamber of Commerce - advertisement
 | * Conduct a few five-week Web design course
* Provide follow-up technical assistance
 | * Small business owners in the region
 | * Attitude: A website would be an important tool for my business
* Knowledge: What information is needed to build a website
* Skill: How to build a website OR how to develop a plan to work with a Web designer to build a site
 | * Participants launch a website for their small business
 | * Small businesses with new websites:
* Increase revenue
* Increase jobs
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Regional Economic Development Planning Chart: EXAMPLE

 Goal: *By 2017, increase profit of small businesses in region on tourism cluster*