

Regional Economic Development Planning Chart

Goal:

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| --- | --- | --- | --- | --- | --- |
| 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 |



Regional Economic Development Planning Chart: EXAMPLE

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