

Community Economic Development Strategic Planning

Process Outline

1. What is Community Economic Development ?
2. What's the Importance of Having A Community Economic Development Plan?
3. Who Participates in Developing a Community Economic Plan?
4. Establishing the Mission and Vision of the Community. Do you have a 'slogan'?
5. Situation Analysis (Strengths/Community Assets; Weaknesses; Opportunities; Threats)
6. Setting Community Goals; Prioritizing Goals (Considerations: Doability, affordability, greatest need/desire.....Does the goal benefit the entire community or just a select few in the community?)
7. Identifying 'Target Markets' for each Goal (Who are you trying to attract? Who will benefit the most from each goal)
8. Setting Objectives & Action Steps for Each Goal (What will success look like, how will you get there, when/how will you know you have reached your goal?)
9. Communicating the 'Plan' To The Community At Large; Keeping the Community Informed

10. Implementing the Plan (Who will coordinate/coach/'ride herd' on the process?
Who will implement each of the action steps and report results? Who is
responsible for monitoring/follow up and making changes when/if necessary?)

11. Monitoring the Plan and Documenting Results

12. At Least Annually, Review, Adjust, Add to the Plan.....Communicating
and Celebrating the Successes!