

REGIONAL ECONOMIC DEVELOPMENT PLAN

Planning Page

During Session 3, we will develop goals for each cluster/focus area. As a member of the cluster team, you will want to spend some time preparing and drafting the goals you want included for your area. You might ask yourself:

- What you hope to accomplish for your cluster/focus area?
- What attitudes, knowledge/skills, awareness, behaviors, conditions do you want to improve?

Remember – For these purposes, the words “goal” and “objective” are one and the same -- synonymous.

Use a separate planning page for each goal.

GOAL

What is one goal for this cluster/focus area?

REGIONAL ECONOMIC BENEFITS

Describe how this goal will benefit the regional economy.

BUILDING FROM STRENGTHS & ADDRESSING CHALLENGES

What strengths/assets will it utilized and what challenges will it address. (You may want to refer to the Civic Forum notes.)

EVIDENCE BASE FOR GOAL

Describe the evidence (site the data report you use) that supports the need for this goal.

STRATEGIES:

List key strategies designed to reach the goal.

TARGET OUTCOMES:

The ABCs of planning will be discussed during Session 3 but are described below.

Short Term: (**A**: what **attitudes, awareness, or knowledge/skills** will it increase)

Intermediate: (**B**: what **behaviors** will it improve or change)

Long Term: (**C**: what **regional conditions** will be improved)

KEY MEASURES AND STRATEGIES TO TRACK PROGRESS:

- Measurement Plan (what economic indicators or measurements will be used to indicate a change in the **ABCs**)

Phase II: Session 3 Activity

During Session 3, your team will compile each member's ideas and develop your section of the written high-quality plan and an Action Plan that will be used to guide implementation. (see your SET web page for the High Quality Plan description)

Each goal will have an Action Plan to guide the implementation process.

- The following is an example of a plan created by the Northern Neck during the 2012 SET III discussions.
- Although the NNPDCC was listed as the responsible party for several items, it is vital that individuals and/or organizations currently involved in this type of work accept responsibility and provide the needed leadership.

Goal 3:

Establish a business-friendly environment across the Northern Neck.

Regional Economic Benefits

The third goal aims to support existing businesses while building opportunities for new businesses in the region and is based on the C.A.R.E. model (Creation, Attraction, Retention, and Expansion).

Actions / Activities	Key Contacts	Timeline	Status	Responsible Party	Measurements
Objective A: Deliver training and resources to support existing small-businesses and potential entrepreneurs.					
1) Educate the region's government agencies on regional, local and state incentives and programs that support business development through small group workshops and Resource Fair	SBDC, RCC, SCORE, VCC, Chambers of Commerce, School Districts, the NNPDCC, Visions	2013-2014	Planning Phase	RCC and Visions	Number of government employees trained
2) Promote the region's Enterprise Zone program	Counties, Chambers of Commerce, Towns, NNPDCC	2013-2020	Ongoing	NNPDCC	Number of Enterprise Zone applications submitted per year
3) Create a "Business Information Packet" for the Northern Neck region that includes an inventory of resources and a survey for feedback	NNPDCC, Counties, Towns	2013-2014	Planning Phase	NNPDCC	Number of packets requested
4) Establish at least one business incubator/accelerator per county	SBDC, RCC, SCORE, VCC, Chambers of Commerce, School Districts, the NNPDCC	2013-2018	Planning Phase	NNPDCC	Number of incubators/accelerators created

Bring your handouts from Session 1 and 2 along with any supportive data you have in your files to Session 3.