

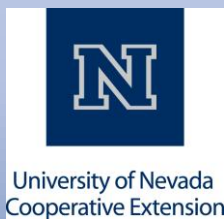


Helping communities identify targeted, sustainable economic development.

PROGRAM STRUCTURE AND EXAMPLE APPLICATION



is a regional collaborative effort between these institutions and the Western Rural Development Center:



PAST STUDIES

- Minshall, Charles, Dorothy Douglass, Fred Goodman, and John Baker. 1971. An Analysis of the Economic Structure and Industrial Potential of the Four Corners. Four Corners Regional Commission: Farmington, New Mexico.
- Buescher, M., C. Halbrendt, M. Lucas, and P. Sullivan. 2001. “The Community Business Matching Project: New Tool for Rural Development”. Journal of Sustainable Agriculture, 17(4): 57-74.

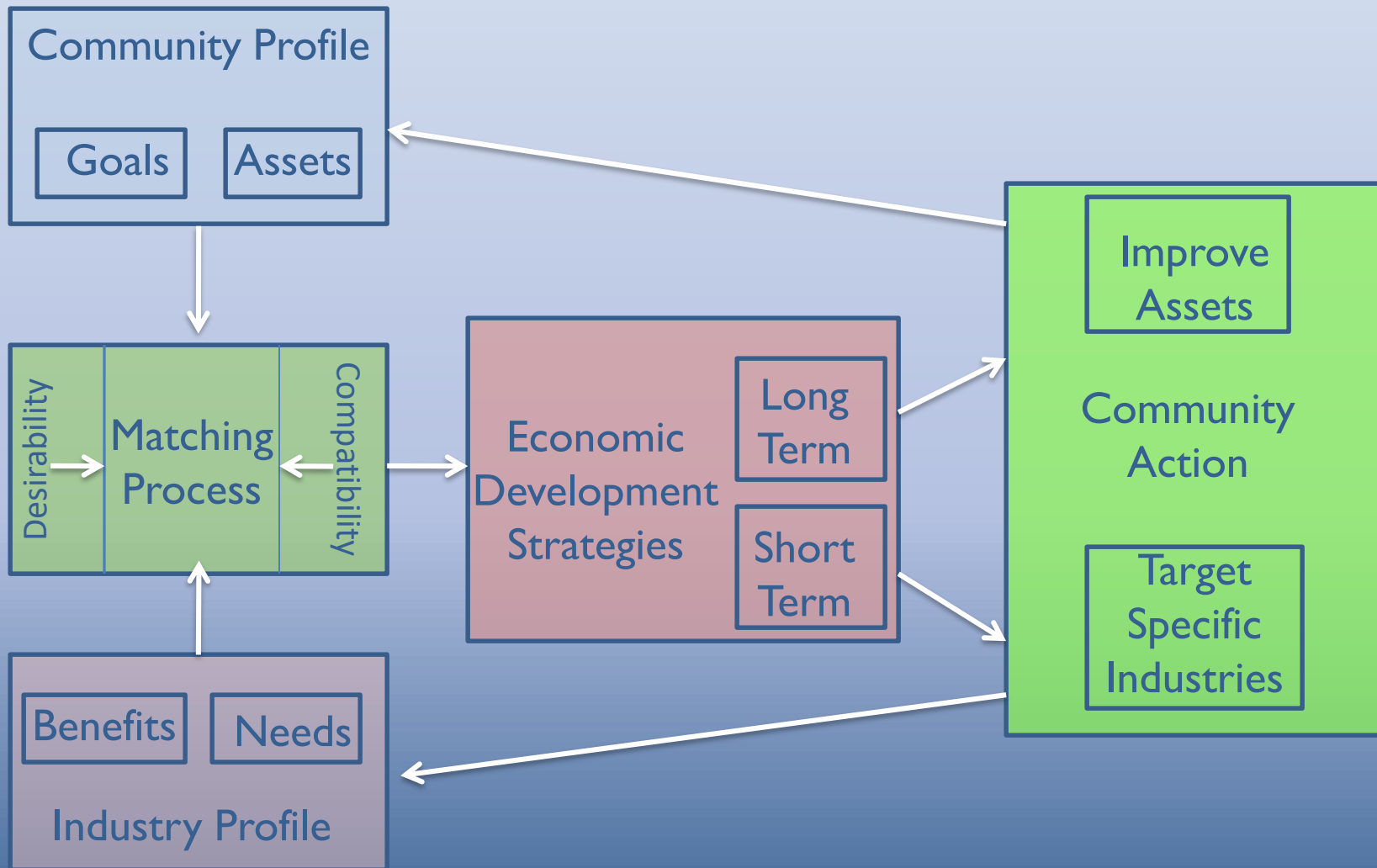


Where ASAP Has Been Delivered

- Montana Counties
 - Silver Bow*
 - Deer Lodge*
 - Beaverhead
 - Madison
 - Granite
 - Powell
- Colorado River Region
 - Laughlin, NV
 - Bullhead City, AZ
 - Needles, CA
 - Golden Valley
 - Mohave Valley
- Kingman, AZ
- Lander County, NV
- Spicer, MN
- White Pine County, NV (started)
- Monterey County, CA



ASAP MODEL



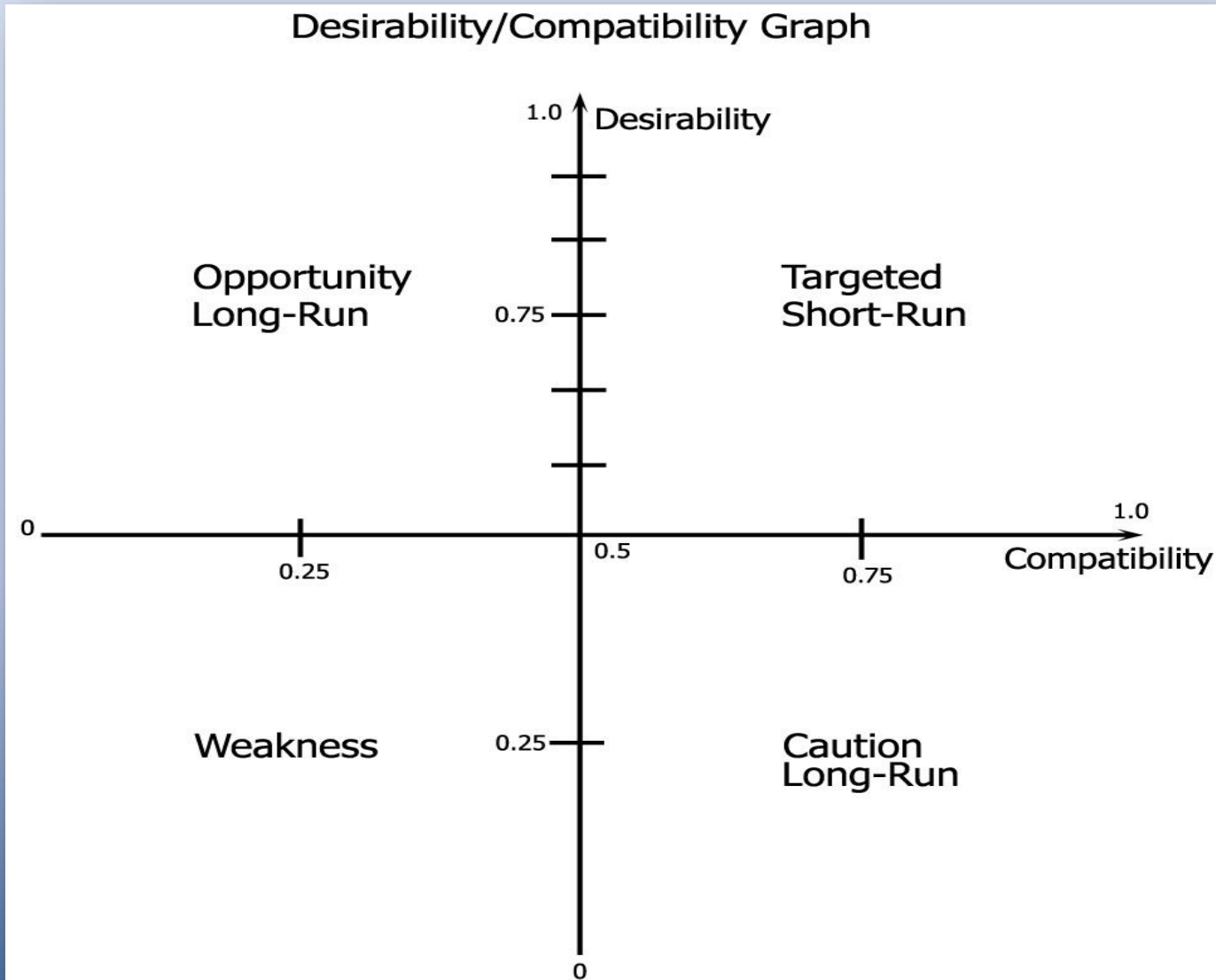


ASAP PROGRAM SPECIFICS

- 8 -12 Modules
- Each module will last between 2-3 hours
- Each module will have an opening topic presentation and/or results
- Each module has an interactive activity at the end
- Timeline is determined by coordinator(s) and steering committee



DESIRABILITY/COMPATIBILITY INDEX





ASAP GENERAL EXAMPLE FOR COMMUNITY XYZ

KEY DELIVERABLES FOR COMMUNITY XYZ

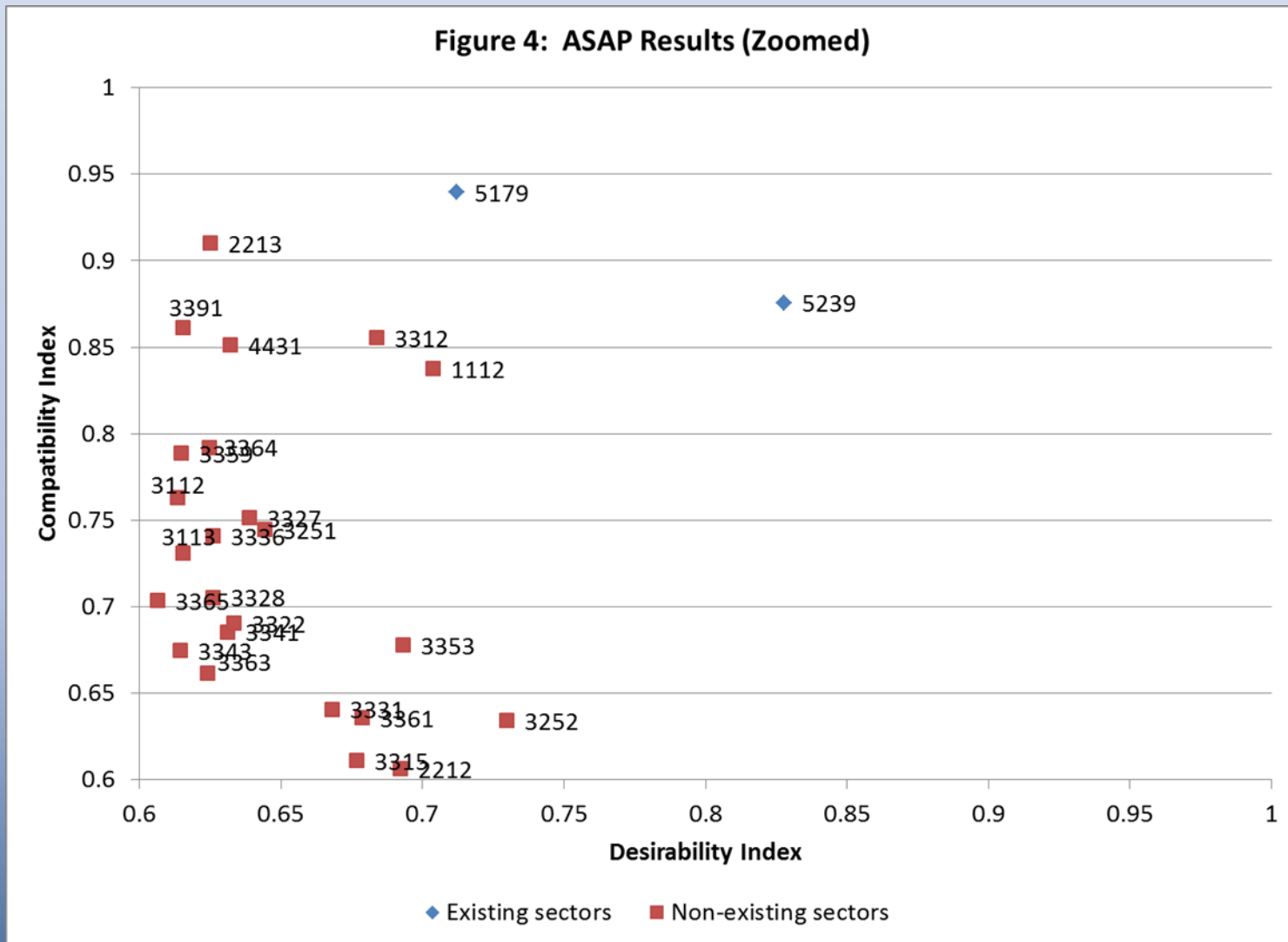
- Throughout the program the following deliverables will be produced:
 - Goals and Priorities for Economic Development
 - Asset Inventory
 - Best matched industries with index scores
 - Detailed desirability and compatibility analysis
 - Relocation/expansion factors by NAICS
 - Various other data relevant to the study area

XYZ ASSET INVENTORY - ABBREVIATED

- Present and projected
 - Availability of land and building space
 - Land (developed & undeveloped)
 - Availability of infrastructure and services
 - Access to all types of transportation
 - Hi-tech
 - Water/sewer etc..
 - Business and social indicators
 - Workforce (education, prevailing wage, etc..)



BEST MATCH INDUSTRIES DESIRABILITY > .6 AND COMPATIBILITY > .6 BY NAICS





DESIRABILITY ANALYSIS BY NAICS

	Top 10 DI										Bottom 10 DI									
4-digit NAICS Code	1	3	3	3	3	3	4	5	5	5	3	3	3	3	3	3	6	3	3	3
	1	2	2	2	3	3	8	1	1	2	3	3	3	3	3	3	2	1	1	3
	1	5	5	5	4	4	5	5	7	3	4	5	6	6	6	9	4	1	1	1
	2	2	4	6	2	4	9	2	9	9	3	9	3	4	5	1	1	2	3	4
Desirability Index	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Compatibility Index	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Desirability Indicator																				
G1.11 - Every new job generates additional jobs in the community	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G1.12 - New businesses return profits to the community	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G1.13 - New businesses hire locally	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G1.14 - New businesses buy locally	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G1.15 - New businesses increase the average local wage	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G2.11 - New businesses do not pollute the water	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G2.12 - New businesses do not release toxic chemicals in the air	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G2.13 - New businesses are in compliance with hazardous waste management	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G2.14 - New businesses do not emit greenhouse gas	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G2.15 - New businesses do not develop undeveloped land	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G3.11 - New businesses increase the local tax base	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G3.12 - New jobs are full-time	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G3.13 - New jobs offer benefits (health and/or retirement)	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G3.14 - New jobs provide training programs	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G3.15 - New businesses support community activities	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

COMPATIBILITY ANALYSIS BY NAICS – PT2

	TOP 10 CI										BOTTOM 10 CI									
4-digit NAICS Code	2	2	2	5	5	5	3	4	5	3	3	3	3	4	4	4	4	4	5	7
	1	2	3	1	1	4	1	4	6	1	2	3	3	2	5	8	8	9	1	2
	3	1	8	7	7	1	2	4	1	5	5	1	7	4	4	5	8	3	5	2
	1	3	1	1	9	1	1	1	9	9	6	3	1	4	1	9	5	1	2	3
Desirability Index	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Compatibility Index	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Asset requirement																				
Access to interstate	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Access to package freight	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Access to railhead/rail spur	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Access to rail freight	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Access to passenger air	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Access to port/harbor	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Access to international port	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Access to natural gas pipeline	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Access to suppliers	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Access to customers	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Access to 3-phase electric power	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Access to fiber optic lines	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
High-volume water supply	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
High-volume wastewater disposal	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Solid waste disposal	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Availability of public transportation	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Possibility of expansion at site	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
High-speed internet	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Availability of managerial workforce	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Availability of skilled workforce	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Availability of unskilled workforce	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Favorable labor cost	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Favorable workers compensation tax	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Favorable business tax rate	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●



RELOCATION FACTORS FOR NACIS 5416

N=41	Very Important	Important
Access to Customers (one day)	43.6%	23.1%
Availability of High Speed Internet	78.1%	12.2%
Availability of Skilled Labor	29.3%	41.5%
Favorable Local Labor Costs	17.5%	42.5%
Favorable Local Tax Rate	21.9%	48.8%
Quality of Education System	53.7%	26.8%
Availability of Quality Health Care	39.0%	48.8%
Low Crime Rate	39.0%	46.3%
Internet (Sources used to find location info)	75.0%	12.5%



HOW HAS ASAP HELPED WITH ECONOMIC DEVELOPMENT?

- More strategic approaches to economic development efforts.
- More engaged community with economic development efforts.
- Better understanding of asset base and how to improve to better meet industry needs.
- Formalized economic development organizations including sub working committees (ED, Workforce Development, Quality of Life, Infrastructure, etc...).
- Develop Master Plans & Economic Development Strategic Plans (industrial & commercial).
- Developed Comprehensive Economic Development Strategies (CEDs).
- Ability to target market community amenities and strengths to prospective industries
- Industry cluster development
- Etc.....



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