

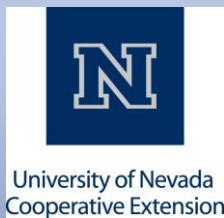


Helping communities identify targeted, sustainable economic development.

PROGRAM STRUCTURE AND EXAMPLE APPLICATION



 **ASAP** 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.

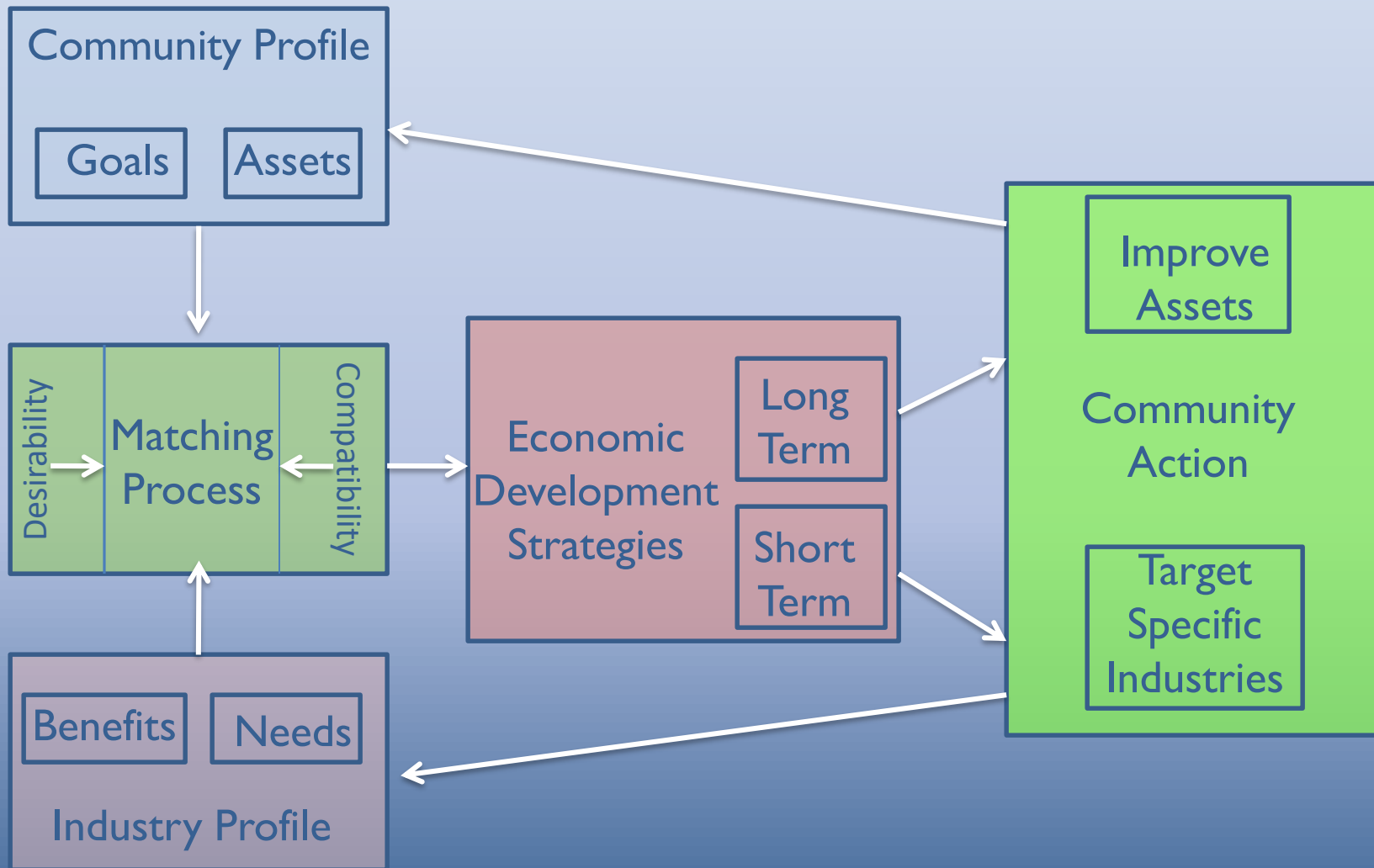


Where ASAP Has Been Delivered

- 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



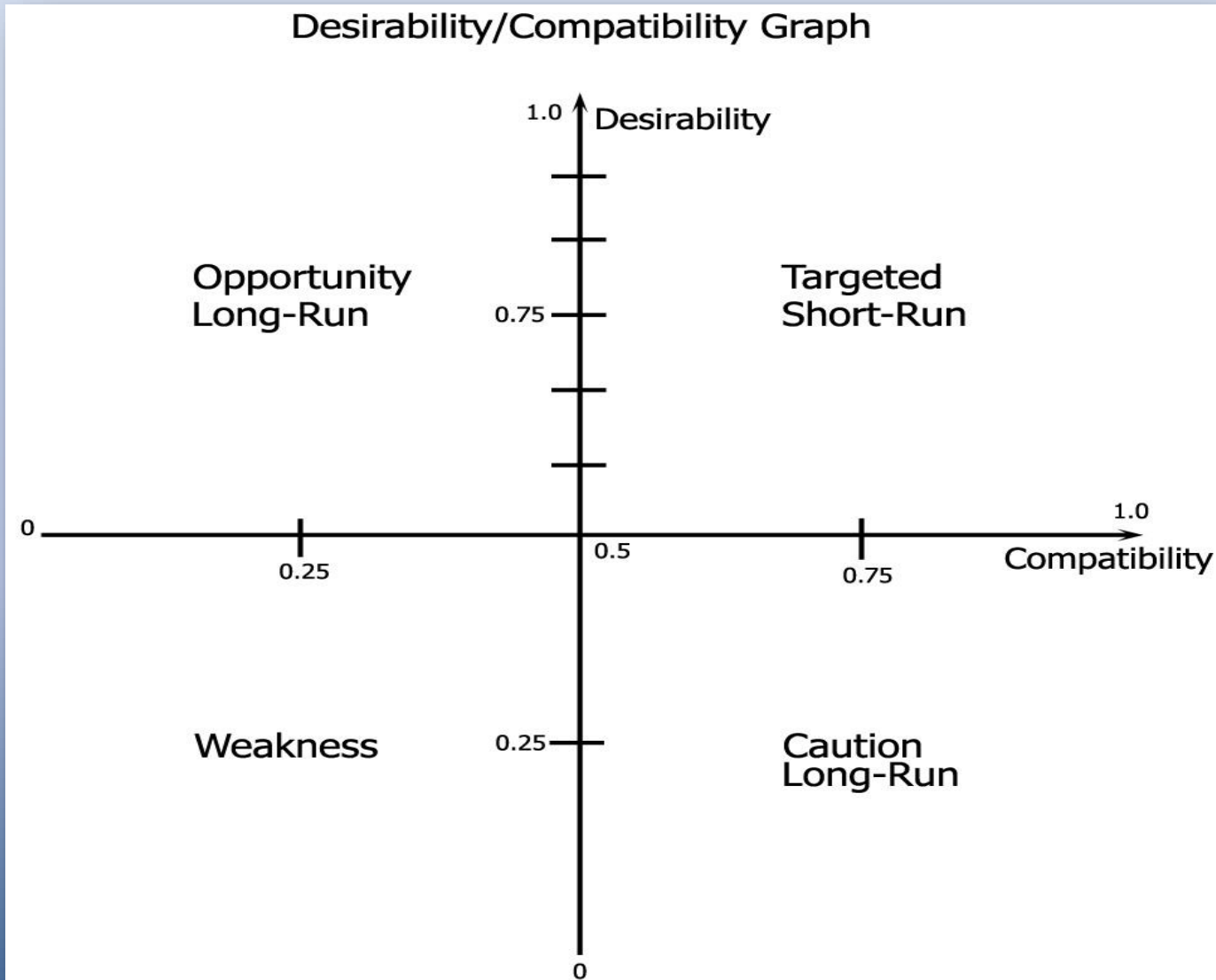


ASAP PROGRAM SPECIFICS

- 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

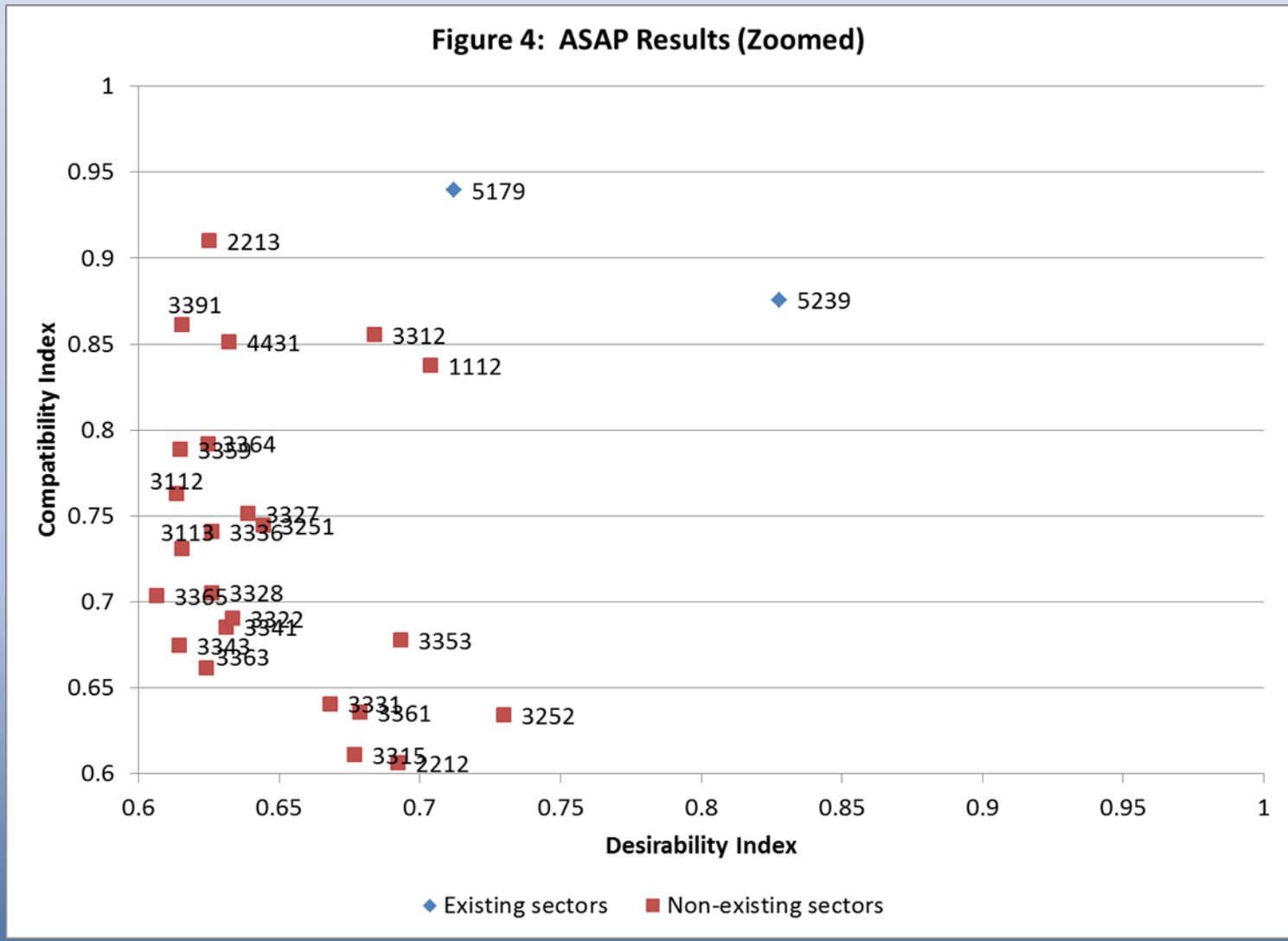
- Throughout the program the following deliverables will be produced:
 - Goals and Priorities for Economic Development
 - Asset Inventory
 - Best matched industries with index scores
 - Detailed desirability and compatibility analysis
 - Relocation/expansion factors by NAICS
 - Various other data relevant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



ASAP Team Contact Information

Buddy Borden

University of Nevada, Reno
Nevada Cooperative Extension
bordenb@unce.unr.edu
775-257-5505

Don Albrecht

Western Regional Development Center
Utah State University
don.albrectht@usu.edu
435-797-2798

Tom Harris

University of Nevada, Reno
Nevada Cooperative Extension
University Center for Economic Development
harris@unr.edu
775-784-1681

Malieka Landis

University of Nevada, Reno
Nevada Cooperative Extension
University Center for Economic Development
maliekal@unr.edu
775-784-1913