



ACTION PLAN FOR ECONOMIC DEVELOPMENT

“By failing to prepare, you are preparing to fail.” Ben Franklin

All organizations, regardless of size, location, and resources will not achieve success without a plan. After 35 years of successful economic development and chamber management in 5 states, I bring some experience in preparation of an Action Plan for Economic Development.

My process consists of the following elements that ensures a successful planning event:

Deliverables

- I will review your organization’s existing plan(s), if any exist, and will review its results or lack thereof with the organization’s leadership.
- Using the SWOT Analysis, data from research, data from private interviews, data from focus group sessions, and our previous experience, we will design a realistic, achievable, implementable **Action Plan For Economic Development.**
- I will provide you with a pdf electronic copy of the final document. The tactics in this strategy will have recommended duty assignments, owners, and timeframes for completion.
- I will also provide you with a copy of a demographic report(s) that we are using to develop this Plan.
- I will provide regular updates on our progress during the development phase of this project.
- I will provide an electronic dashboard for reporting purposes and tracking the implementation of the Plan’s management upon completion.
- Following a private review of the draft document, I will assist in organizing a Rollout Event to ensure maximum public and private support for the implementation of the plan.

My Process

To ensure a plan is embraced by a majority of the constituents, I will engage in the following processes to arrive at the proper elements for this Plan.

- 1) I conduct several (to be determined) focus groups to formulate a SWOT analysis and to gather input from to-be-identified constituents. This will include at least one session that will be open to the public.
- 2) I conduct private interviews with community, business, and political leaders to gather anonymous and candid input to the process.
- 3) I conduct research and analyze economic trends to use in our planning process, latest demographics, and research.
- 4) I review and analyze previously prepared plans and strategies to explore for any ongoing processes that should be preserved and improved or abandoned.
- 5) Using all of the information above and our extensive experience, I will author a reasonable, achievable, effective **Action Plan for Economic Development**.

Time Frame

With assistance from the client in setting up appointments this process should not take more than 90 days to complete and conduct a Rollout Event.

My Fee

Very simple, my fee for the Action Plan for Economic Development is \$12,500 + mileage and overnight expenses.

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