



**Building  
Our  
Future  
Together**

**Concurrent Session 5, Economic Development**

# **Developing a Community Profile**

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# Creating a Community Profile

- What information should the profile contain?
- Where do you get profile information?
- How and to whom should the profile information be made available?
- How can you use the profile?

# Contents

- Local contact information
- Available infrastructure
- Services available to businesses
- Socio-economic data
- Quality of life data
- Other \_\_\_\_\_

# Local Contact information

- EDC contact
  - Name
  - Address
  - Telephone Number
  - Website address
  - Other
    - \_\_\_\_\_
    - \_\_\_\_\_

# Available Infrastructure

- Water
- Sewer
- Electric
- Roads
- Rail
- Air Sea/River
- Business Incubator
- Industrial park

# Services Available to Businesses

- Local Government Services
  - Zoning
  - Permitting
  - Engineering
  - Law enforcement
  - Fire
  - Utilities
  - Education
    - Public Schools
    - Post secondary
- Local and National Elected Officials
- Library
- Workforce Development
- Community Development
- Planning Department

# Resources Available to Businesses

- Banks/Financial Institutions
- Private Education providers
- Chamber of Commerce
- Private Utilities
- Telephone
- Federal agencies
- Small Business Development Center
- SCORE Chapter
- Trade Associations
- State Department of Economic Development
- State Department of Labor
- Real Estate Services

# Socio-economic data

- Population
  - [www.census.gov](http://www.census.gov)
- Education
  - [www.census.gov](http://www.census.gov)
- Poverty
  - [www.census.gov](http://www.census.gov)
- Income
  - [www.bea.gov/bea/regional/data.htm](http://www.bea.gov/bea/regional/data.htm)
- Employment
  - [www.bea.gov/bea/regional/data.htm](http://www.bea.gov/bea/regional/data.htm)
- Unemployment
  - [www.bls.gov/lau/](http://www.bls.gov/lau/)
- Workforce
  - [www.census.gov](http://www.census.gov)
- Commute to work
  - [www.census.gov](http://www.census.gov)
- Housing stock
  - [www.census.gov](http://www.census.gov)
- State and University data sources for unique reports – [www.econdata.net](http://www.econdata.net)

# Quality of Life

“Quality of life is an amorphous term used to connote a bundle of amenities generally recognized as positive assets in any given community. People disagree, however, about precisely which amenities should be included in the bundle.”

Koven & Lyons, p.66.)

# Quality of Life Content

- Recreational opportunities
- Cultural events
- Local points of interest
- Television stations
- Radio stations
- Newspapers
- Medical services/facilities
- Education institutions
- Cost of living
- Shopping opportunities
- Climate

# Rating Quality of Life

- Publications
  - Places Rated Almanac
  - *Money Magazine* annual issue
- Websites
  - [http://www.money.cnn.com/best/bplive/bplive\\_form.html](http://www.money.cnn.com/best/bplive/bplive_form.html)
  - <http://www.bestplaces.net/>

# Quality of Life

“Quality of life means different things to different people, and in most cases, is conspicuous by its absence rather than its presence.”

(Winston-Salem, NC BRE website)

# Making the Profile Available

- Who is responsible for preparation?
- Who is responsible for maintenance?
- How will it be presented?
  - Hard Copy
  - Web based
  - CD ROM
- Appearance?
  - B&W or Color?
  - Done in house or outside?
- To whom is it given?
  - Existing businesses
  - Prospective businesses
  - General public
  - Elected officials

# Some Additional Reading

- Priscilla Salant & Anita Waller, Guide to Rural Data, (revised edition) Island Press, Washington, D.C., 1995.
- Joseph Cortright & Andrew Reamer, Socio-Economic Data for Understanding Your Regional Economy: A User's Guide, 1998, Impresa, Inc. Available as a pdf file from the US Dept. of Commerce, Economic Development Administration

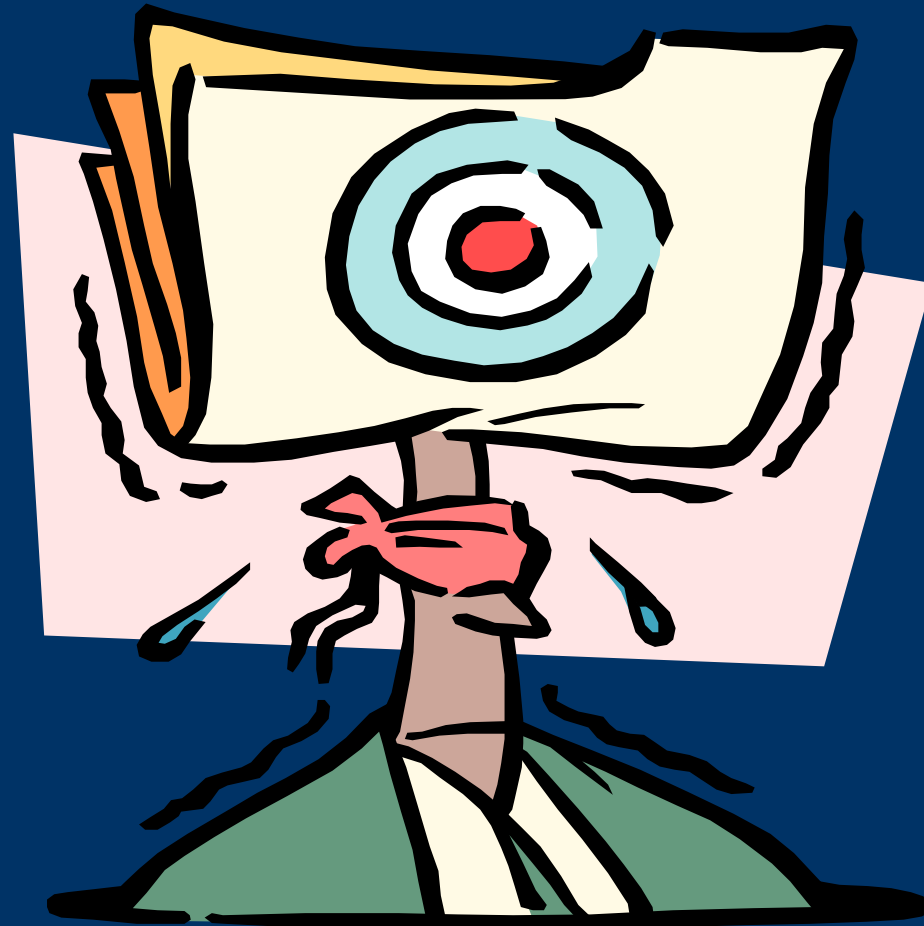
# WWW.ECONDATA.NET

- “EconData.Net is designed to help practitioners, researchers, students, and other data users quickly gain access to relevant state and substate socioeconomic data. The site aims to be a convenient, comprehensive first stop for anyone searching among the vast, disparate array of public and private data sources on the Web.
- “EconData.Net is sponsored by the Economic Development Administration as a service to regional data users, and is jointly operated by Impresa, Inc. and Andrew Reamer & Associates, independent economic development consulting firms.

# What is ECONDATA.NET?

“1,000 links to socioeconomic data sources, arranged by subject and provider, pointers to the Web's premiere data collections, and our own list of the ten best sites for finding regional economic data.”

# Questions?



February, 2000 and beyond