

Research Elements of a Strategic Plan

I. Your Natural County Profile

A. Geographic Description

1. Location
2. Land Mass & Borders

B. Natural Resources Description

1. Available Water
2. Air Quality

C. Potential Issues

1. Threatened or Endangered Species
2. Superfund Sites
3. Natural Hazards

II. Population

A. Population & Population Growth

1. By Age
2. By Income (show income growth?)
3. Show population versus unemployment
4. Net in-migration
5. Net out-migration
6. Population Density Maps (and mileage rings)
7. Surrounding Counties Population

III. Economic Overview

- A. Cost of Living
- B. GDP
- C. Taxes
- D. Housing
- E. Other

IV. Top Employers

A. Top Industry Sectors (NAICS)

(Group by relevant industries such as tourism)

Might need to include industry segments that are low in your community but high in the state in general (e.g. agriculture)

1. # of jobs & % of jobs (growth)
2. Avg. wages in each sector
3. Workforce skill requirements & matching resources

V. Workforce Skill Requirements & Matching Resources

- A. Education Levels & Training Opportunities
- B. Unemployment Rates
- C. In-Commute
- D. Out-Commute

VI. Land Ownership Statistics

A. Available Properties for Sale or Lease:

1. Office
2. Commercial
3. Industrial

VII. Transportation

A. Highway

Average Daily Truck Traffic

B. Air

Average Daily Traffic

Runway Size, Condition

C. Ports ""

D. Rails ""

VIII. Infrastructure

A. Available Water

B. Available Electric

C. Available Gas, Coal

D. Available Sewer

E. Available Transportation

F. Available Broadband

IX. Available Business Support

A. Capital Resources

B. Growth Support

C. Training Programs

D. Mentoring Programs

E. SBA

X. Tax Credits & Grant Programs

A. Film Industry

B. Recycling

XI. Quality of Life

A. Healthcare

B. Parks & Recreation

C. Crime

D. Housing

E. Education