

## 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**