Community Development

New South Economic Development Course
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Economic Development vs. Community Development
I never dreamed I’d see the day that ...
Welcome to ANYWHERE U. S. A.
EXIT
6

FORMERLY EXIT 6

www.StrangeCosmos.com
“Economic development is...a process of creating wealth through the mobilization of human, financial, capital, physical and natural resources to generate marketable goods and services.”

Economic Development Today: A Report to the Profession

(1984)
“Economic development is a process that leads the creation of jobs and viable communities. The process is initiated when a specific enterprise development opportunity seeks a location that can satisfy a set of critical selection criteria.”

- Location/Site Selection website
  http://www.sitelocationassistance.com/cnep.htm
“…a sustainable process of creating economic opportunity for all citizens, stimulating business investment, and diversifying the public revenue.”

- Georgia Economic Developers Assn.
Odds of Landing THE BIG ONE
Roy Williams, The Economic Development Group, Inc., Phoenix

2,500 major projects
25,000 economic development agencies = Odds of 1 in 10
Odds

- 75% of the projects will locate in urban areas
- 90% will employ less than 100 employees
- THUS – the odds of your community landing a major employer are 3 in 300 in urban area; 1 in 400 in rural area
What is Community Development?

some definitions
Collaborative, collective action taken by local people to enhance the long-term social, economic, and environmental conditions of their community. The primary goal of community development is to create a better overall quality of life for everyone in the community.

preventionpartners.samhsa.gov/resources_glossary_p2.asp
When a community uses a process through which people get together; communicate; identify priority needs; plan; and take action to resolve problems and achieve outcomes which are desired by the community. (NT Health Promotion Officers, pers. com., 1991). It often involves someone helping them to identify issues of concern and facilitating their efforts to bring about change in these areas. (adapted from Hawe et al, 1990; p 203)

Community development activities should:

- Empower communities to address issues that they themselves have identified, and identify their own solutions to these problems.
- Build organizations or structures that represent a wide cross section of the population—particularly those who may find it difficult to gain access to, or be heard, in community development processes.
- Provide professionals and community members with training in skills relevant to community development.
From MDA

- Community Services

The Community Services Division provides technical and financial assistance programs that **promote health and economic growth** (emphasis added) in communities. Through several grant and loan programs, the division provides funding to communities for basic public infrastructure needs and certain community development projects.
Figure 129. Neighborhood Life Cycle

- Development stage
- Stability stage
- Filtering stage
- Land use succession or abandonment stage

Residential site value
Community Development Trends & Notes

- Asset Mapping
- Economic Gardening
- Sustainable
- Environmental, esp. Green/Energy
- Collaboration
- Funders and their strategies (DRA for ex.)
- Regionalism
- Globalization/New Economy
Highly Effective Communities

- Passionate Leadership
- Written Mission Statement/Strategic Plan
- Basics Covered
- Community Spirit
- Business Involvement
- Active Marketing
- Team Approach
- Outsiders Welcome
Passionate Leadership

- Plato
- Ike
- Max
Written Mission Statement/Plan

- To preserve and enhance our unique environment and lifestyle on behalf of the people of Vernon through the provision of dynamic and accountable leadership and effective municipal services. City of Vernon, British Columbia

- People are our priority... We take care of the people who take care of Carlsbad (CA).

- Richland, WA Strategic Plan -
Basics Covered

- Emergency services
- Public works
- Financial ratings
- Roads & bridges
Community Spirit

- Volunteerism
- Involvement
- Pride of place
- Care for others
Business Involvement

- Investment – capital & people
- HQ companies
- Business recognizes the value of community involvement
Active Marketing

- Internal
- External

“The message that is sent is never the message that is received.”
Team Approach
Outsiders Welcome
A closing thought...

The best way to predict the future is to invent it.

- Peter Drucker
Who flies the kite?
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