



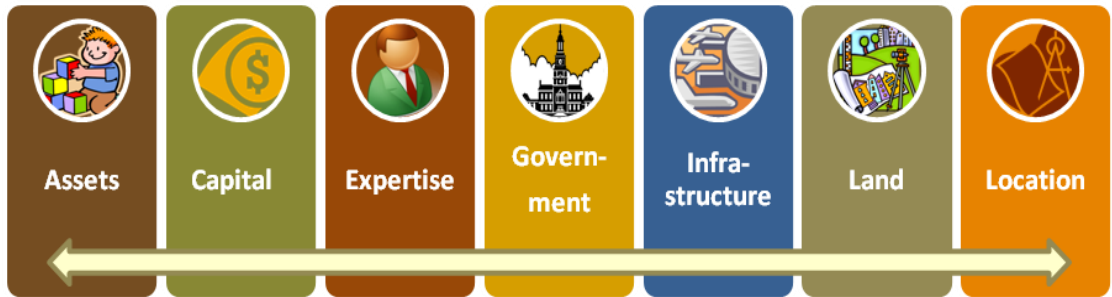
Factors and Strategies

A Look at the Math

One of the features of the Building Communities approach to economic development strategic planning is its objectivity. How a community chooses the strategies that affect its future should not be determined by chance—or by the loudest voices. This decision should be supported by a logical approach based on the likelihood of success.

So just how does a community select strategies that optimize the chances of success? Key Success Factors!

Key Success Factors are conditions or abilities that a community must possess in order for a strategy to be successfully implemented.

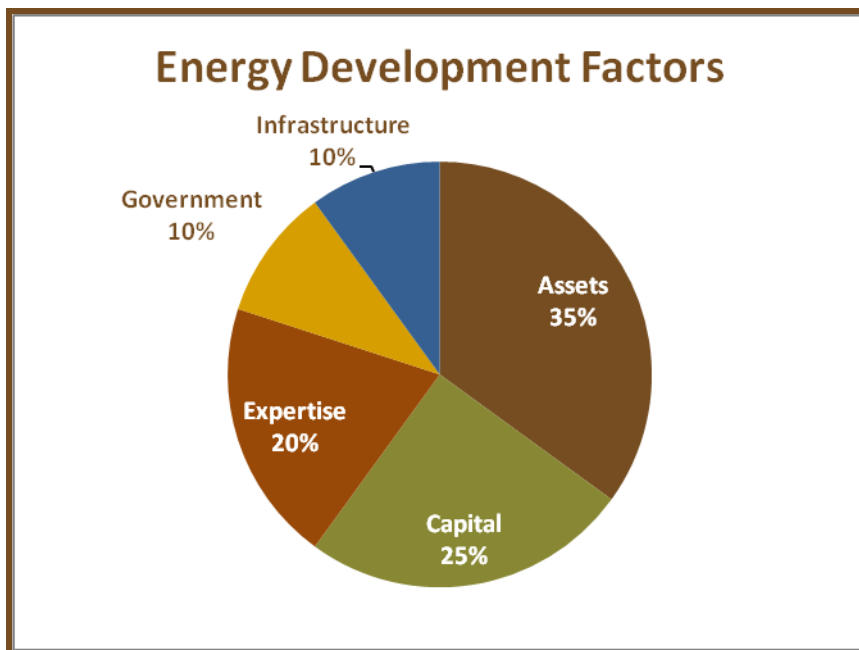


There are 85 Key Success Factors relevant for one or more of the 25 Building Communities Strategies. The factors can be grouped into seven categories: Assets, Capital, Expertise, Government, Infrastructure, Land, and Location.

Building Communities ties each of these factors to one or more of the strategies. Further, each factor is weighted for each strategy depending on its relative importance in strategy implementation.

For example, consider an Energy Development strategy. Such a strategy has eight key success factors. The specific factors and a chart showing their relative importance is shown below.

- Availability of energy resources (asset)
- Access to large-scale capital (capital)
- Ability to secure power purchase agreements (capital)
- Ability to build a team of energy-development experts (expertise)
- Capable, experienced economic development professionals (expertise)
- Local government support (government)
- Supportive state energy policies and incentives (government)
- Proximity to transmission lines with excess capacity (infrastructure)



By taking the Key Success Factor Test, communities prioritize all 25 strategic options. Logic prevails!