

25 Field-Tested Strategies

Been There, Done That

Brian Cole wrote *Building Communities: 25 Strategies to Advance America* based on his community and economic development work over the past 25 years. For 22 of the strategies, Brian has first-hand experience not only planning the strategy, but also implementing it.

Strategy		Experience	Strategy		Experience
	Business Recruitment	State development officer leading recruitment in five-county region		Local-Regional Tourism	Served on visitor and convention bureau board
	Business Retention & Expansion	Coordinated a county-wide retention and expansion effort		Cultural Tourism	Raised funding for regional Native American center
	Business Cultivation	Convened industry groups		Destination Tourism	Staffed development of a national tourism attraction
	Entrepreneurial Development	Served on a county-wide board facilitating local business growth		Downtown Development	Raised funds for destination downtown project
	Energy Development	Part owner in a hydropower development company		Education Development	Facilitated establishment of community college taxing district
	Environmental Restoration	Facilitated completion of two pre-development environmental assessments		Bedroom Community	✘
	Transportation Distribution Center	Helped recruit a Wal-Mart distribution center to eastern Oregon		Health Care	Served on local physician recruitment committee
	Leading Edge Development	✘		Infrastructure Development	Facilitated development of an industrial park
	Value-Added Agriculture	Recruited an agricultural equipment manufacturing company		Attracting Retirees	Developed retiree recruitment campaign
	Value-Added Forest Products	Facilitated the expansion of window frame manufacturing company		Attracting Lone Eagles	✘
	Value-Added Fisheries	Secured funding to expand access to a major fishery		Attracting Government Jobs	Recruited new minimum-security prison facility
	Value-Added Mining	Supported expansion of a cement plant		Attracting Government Funding	Made many successful federal appropriation requests
	Pass-Through Visitor Services	Secured freeway signage promoting visitor destinations	<i>In every example above, Brian was a part of a team of dedicated local professionals and volunteers advancing the strategy.</i>		