

The Proper Time for Research

Ready! Aim! Study!

Frequently, communities engage in many specialty-area studies in the name of economic development. Yet if the study is not associated with a viable economic development strategy for the community, the study is worthless.

Such studies can include target industry studies, retail leakage analysis, environmental assessments, energy resource analysis, tourism market studies, infrastructure engineering analysis, and many more. The time to study is only after a strategy has been determined to be viable. Then here is what to study:

Strategy	Study	Strategy	Study
 Business Recruitment	<ul style="list-style-type: none"> • Target industry analysis 	 Local-Regional Tourism	<ul style="list-style-type: none"> • Travel impact analysis
 Business Retention & Expansion	<ul style="list-style-type: none"> • Existing business inventory 	 Cultural Tourism	<ul style="list-style-type: none"> • Project-specific market analysis
 Business Cultivation	<ul style="list-style-type: none"> • Import substitution study 	 Destination Tourism	<ul style="list-style-type: none"> • Attraction-based market analysis
 Entrepreneurial Development	<ul style="list-style-type: none"> • Business resource inventory 	 Downtown Development	<ul style="list-style-type: none"> • Retail leakage analysis
 Energy Development	<ul style="list-style-type: none"> • Energy resource availability analysis 	 Education Development	<ul style="list-style-type: none"> • Education user-demand survey
 Environmental Restoration	<ul style="list-style-type: none"> • Environmental assessment or EIS 	 Bedroom Community	<ul style="list-style-type: none"> • Residential satisfaction survey
 Transportation Distribution Center	<ul style="list-style-type: none"> • Logistics research 	 Health Care	<ul style="list-style-type: none"> • Health care sector gap analysis
 Leading Edge Development	<ul style="list-style-type: none"> • Business incubator design and cost study 	 Infrastructure Development	<ul style="list-style-type: none"> • Engineering studies
 Value-Added Agriculture	<ul style="list-style-type: none"> • Existing commodity analysis 	 Attracting Retirees	<ul style="list-style-type: none"> • Residential opinion survey on retiree attraction
 Value-Added Forest Products	<ul style="list-style-type: none"> • Existing commodity analysis 	 Attracting Lone Eagles	<ul style="list-style-type: none"> • Telecommunications capacity study
 Value-Added Fisheries	<ul style="list-style-type: none"> • Existing commodity analysis 	 Attracting Government Jobs	<ul style="list-style-type: none"> • Analysis of state/federal budgets and office growth
 Value-Added Mining	<ul style="list-style-type: none"> • Existing commodity analysis 	 Attracting Government Funding	<ul style="list-style-type: none"> • State/federal budget analysis
 Pass-Through Visitor Services	<ul style="list-style-type: none"> • Visitor expenditure analysis 	<p><i>The above listing is only a partial listing of potential development-related analyses.</i></p>	