Winning Strategic Plans

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Strategic Plan Scoring Criteria

- Specific Performance Outcomes
- Firm Commitments
- Concrete Timelines

Winner Will Produce Jobs

- Regional employment/income
- Quantify direct jobs
- Cost (public) per job
- Indirect jobs are hard to quantify
- Permanent vs. Construction/Temporary
- Level of pay (Depends on need)

Winner Will Have Private Sector Leverage

- Leverage ratio - 5 to 1 or better
- Financially sustainable - revenue generator, reduced public support
- Commitments in hand
- Realistic financing

Winner Will Show Outcomes

- Number of units/sq feet/acreage redeveloped
- Increase in Industry Revenues
- Increase in Tax revenues
- Number of business in region
- Percentage of residents/businesses who intend to stay/have confidence in region
- Graduation Rates

Winner Will Have Implementation Plan

- Specific Timelines and Benchmarks
- An Operational Structure

- Regional Economic Development Vision - 5%
- Public Participation Strategy - Real Engagement - 10%
- A Regional assessment of economic conditions and opportunities - and plan to address - 35%
- Implementation Plan - 15%
- Leverage - 15%
- Performance Measures - 20%