Evolution of Community and Economic Development

Economic Development Forum
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Sam Houston State University
The Last 20 Years of ED & CD

- Economic Dev. And Community Dev. seen as two separate and distinct professions
- No PCs
- No Fax Machines
- No Internet—Only books for references & data
The Last 20 Years of ED & CD

• **No cell phones**—Only land lines, then bag phones and pagers

• **No websites**—Only brochures, targeted mail outs, voluminous proposals along with videos and tradeshows for marketing.
The Last 20 Years of ED & CD

• **No GSP**—Only maps and verbal directions

• **Few** industrial & commercial realtors and scarce industrial and business parks

Turn right past the big red barn.....
“We’ve come a long way baby.”
What Has Not Worked?

• Select community leaders making decisions without input from stakeholders

• Working as single entity—Not regionally

• Having no strategic plan or vision
What Has Worked?

• Inclusion—Input from all stakeholders

• Community Assessment and S.W.O.T

• Strategic Plan—Mission, Vision, Goals

• Working together, regionally
Community Success Stories

- Wal-Mart
- Birding
- Fishing Tournaments
- Business Showcase/Tradeshow
- BR&E
What We Have Learned

1. Community Economic Development
2. Success Story theme – “Working Together”
3. Manage the Change
4. Strategic Plan with good mission & vision
5. Implement/Work the plan
6. Monitor and Update plan
7. Celebrate both small & large successes
THE MOTL GROUP

Community Economic Development & Grants

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