



# Parish Economic Development Capacity Indicators

Parish: \_\_\_\_\_ Date: \_\_\_\_\_ Point of Contact: \_\_\_\_\_

ORGANIZATION INDICATORS	Y/N	STAGE 1	STAGE 2	STAGE 3	STATUS	NOTES
		EMERGING	DEVELOPING	ACHIEVING	STAGE	
ORGANIZATION STAFFING		Volunteer organization, little or no formal staff structure.	Staff may be comprised of part time and/or full time employees. Staff likely has some economic development experience.	Adequate staff with higher level of economic development experience, e.d. certification and/or advanced degrees.		Stage 1: volunteer or run as part of larger office. Also scored as stage 1 if organization receives economic development support from the Regional EDO. Stage 3: professional certifications may include PCED, CEcD, CLED.
ORGANIZATION BUDGET		Less than \$3.5 per capita.	Between \$3.5 and \$4.5 per capita.	More than \$4.5 per capita.		Measured as \$ per person in jurisdiction. Source: IEDC funding study. \$\$ represented should be an aggregate of monies from all agencies supporting economic development.
ECONOMIC DEVELOPMENT PLAN		May include a basic outline; one year work plan and target goals and or is part of the regional (EDO) economic development plan.	There is a longer term plan that identifies key program components (e.g. BRE program, small business focus and collaboration with partners).	Plan is based on a comprehensive community assessment and a formal strategic plan including job creation, investment targets. Reviewed and updated annually.		
TARGET INDUSTRY ANALYSIS		Identifies those industries that the organization deems appropriate for the community.	There is a basic determination of targeted industry needs. Assess ability of parish or region to meet identified industry needs.	Target Industry Analysis is comprehensive considering current industry mix and workforce, growth trends of parish and region, site selection criteria.		Stages 2 and 3: use of local GIS information could be helpful in identifying assets that could meet industry needs. It may be appropriate to include a target industry analysis as part of an economic development plan.
REGIONAL ECONOMIC DEVELOPMENT ORGANIZATION ENGAGEMENT		Economic Development Organization (EDO) is part of the regional economic development discussion on activities / work plan.	There is evidence of collaboration between EDO and Regional EDO; e.g. meeting attendance, planning, sharing of resources, marketing trips, conventions.	EDO is engaged with REDO, working joint activities, RFPs, sites and buildings inventory, adherence to assigned roles and protocols.		Stage 3: represents a working relationship between the parish EDO and REDO. Includes but not limited to working agreement with protocols for prospect handling, party responsibilities (well defined roles) and agreed upon services and or products.
LEADERSHIP TRAINING/ STAKEHOLDER EDUCATION		Creates general awareness of economic development principles. Offered to key stakeholders including government and business leaders (Internal to EDO).	Is offered to broader group of stakeholders, include parish network / may include some formal training (External to EDO).	Has affiliation with regional effort. Could include some regional alliance or formal program with goal of replenishing leadership.		Designed to educate stakeholders on basics of ED and value of formal programming. Key is to educate leadership about economic development. Additionally, formal leadership development programs could be helpful in replenishing volunteer pool and growing and maintaining governmental and business support. Stakeholder education is key.
TOTAL VALUE						



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PRODUCT DEVELOPMENT INDICATORS	Y/N	STAGE 1	STAGE 2	STAGE 3	STATUS	NOTES
		EMERGING	DEVELOPING	ACHIEVING	STAGE	
AVAILABLE SITES		Is engaged in identifying available sites. No available sites are listed on LED's sites and buildings database.	Organization has submitted available sites to LED's sites and buildings database; may be working with LED on the sites readiness program.	There is ongoing identification and submittal of available sites to LED's sites and building database; engaged in certifying qualified sites (LED or other approved certification).		The inventory of available sites should be adequate to supply the number of LED RFPs historically received by the entity.
AVAILABLE BUILDINGS		Is engaged in identifying available buildings. No available buildings are currently listed in LED's sites and buildings database.	Organization has submitted available buildings to LED's sites and buildings database. Buildings are classified based on best potential usage.	There is a high % of identified available buildings are listed on LED's sites and buildings database. Many of the buildings are in good shape and ready for occupancy, for manufacturing, service and distribution.		Stage 1: identify available buildings; Stage 2: would include entering listings into the LED database. Stage 3: reflects a push for a high percentage of available buildings being enrolled in the LED sites and building database.
WORKFORCE/ LABOR		Organization has a foundational understanding of workforce supply and demand.	Stage 1+ additional analysis and action taken. They have identified and surveyed/interviewed the major employers of the most urgently-needed occupations and have a good understanding of the skills and training required to fill them.	Stage 2+ additional planning and action taken. They have adequately quantified regional supply and demand by occupation and understand where the major gaps are. They have an action plan in place to address these gaps with well-defined, measureable goals and timelines.		Should be scored a Stage 2 or 3 if part of a regional effort.
INFRASTRUCTURE CAPACITY		Organization has basic information on current status of physical infrastructure capacity.	Organization has awareness of future physical infrastructure needs based on existing growth plans and targeted industry.	Organization offers recommendations for future physical infrastructure needs; assists in identifying related funding.		Stage 1: Some type of physical infrastructure inventory (assessment) is in place. At a minimum includes utilities. Stage 2: Inventory of upgrades and planned new improvements along with construction costs. Stage 3: Funding is identified.
UNDERSTANDING OF LOCAL COMPETITIVENESS		Parish/community demonstrates a basic awareness of own competitiveness and has identified potential competitors.	Parish has developed a matrix of competitive factors including but not limited to taxes, regulations, infrastructure availability, unique selling points.	Parish has completed a formal competitive assessment; developed a gap analysis comparing home parish to competitors and aspirational communities.		Note: parishes / communities have to be aware of their own level of competitiveness, as well as, that of their competitors. Stage 3: a gap analysis will uncover competitive advantages / disadvantages related to competitors.
TOTAL VALUE						



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MARKETING/ BUSINESS DEVELOPMENT	Y/N	STAGE 1	STAGE 2	STAGE 3	STATUS	NOTES
		EMERGING	DEVELOPING	ACHIEVING	STAGE	
MARKETING PLAN		Relies on external partner for marketing. Basic selling points integrated into marketing focus.	There is a marketing plan in place. Plan goals are aligned with target industries and key selling points.	There is a comprehensive multi year marketing plan is likely based a formal target industry study/analysis. Collaboration with partners in plan development and identifying funding.		Stage 2: Plan is developed. Stage 3: Plan is comprehensive and shows evidence of level of collaboration with partners and funding identification.
ECONOMIC DEVELOPMENT PARTNERSHIPS		Has identified economic development allies.	Collaborates with allies on marketing; share work plan.	Engages allies, serve as working ally to REDO and other resource providers.		Represents involvement, best leverage of resources with allies; e.g. ports, utilities, railroads, REDOs.
PROSPECT HOSTING		Has identified and recruit prospect hosting team within local EDO.	Plans have been developed to include training for prospect hosting and site visit logistics.	Hosts mock and or actual prospect visits. Formal follow up procedures are in place.		
PROMOTIONAL COLLATERAL		Has incorporated standard identifiers in communication and promotion. Might include logos, tag lines; reflects key selling points.	Has developed website and collateral materials that are aligned with needs of investors and site selection consultants.	Uses communication, website and social media to promote and educate on economic development activities and target growth strategy.		Ideal situation might include communications that integrate information needed by potential investors and constituents. Might include a plan that identifies target markets and processes and vehicles used in plan. Deemphasize printed materials.
INVENTORY OF UNIQUE SELLING POINTS		Key selling points of parish have been identified and inventoried.	Information has been integrated into formal marketing plan.	There is a plan for updates, obtain refreshed information through ongoing assessments.		Team should be knowledgeable of unique selling points, (e.g., top high school in nation, cleanest city).
TOTAL VALUE						