



VISIONS

2nd Quarter 2006

Where will your community be in the future?

STRATEGIC DEVELOPMENT GROUP, INC

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Don't Miss Dates

Indiana Health Industry Forum Innovation 06

June 12-13, 2006 Indianapolis

<http://www.ihif.org/innovention/default.aspx>

Broadband Awareness Workshops

For event questions or to register for this FREE Forum, contact Elizabeth Morgan at (317) 232-8909 or elmorgan@ocra.in.gov.

The workshops will run from 9:00am-1:00 p.m. at the following locations:

June 12 Swan Lake Resort
5203 Plymouth-LaPorte Trail
Plymouth, Indiana

June 13 Holiday Inn
Conference Center
2480 Jonathan Moore Pike
Columbus, Indiana

June 14 Jasper Inn
951 Wernsing Road
Jasper, Indiana

2006 Indiana Conference of Mayors

June 14-16, 2006 Evansville

<http://www.citiesandtowns.org/content/affiliated/2006ICOM.pdf>

93rd Annual Home & Family Conference

6/14-16/06 Purdue University

Welcome to the second quarter issue of *Visions*, SDG's electronic newsletter designed to give you useful information about community and economic development. This issue brings you ideas on downtown revitalization, new techniques for using the worldwide web as a research vehicle, and how best to gauge community support for capital projects. In this issue we also are releasing the results of a survey of Indiana LEDOs.

In addition to those articles, this issue also gives you some information on upcoming events and on what SDG staff has been doing recently.

Subsequent issues of this newsletter will be sent only to those who request it. Therefore, I hope you will click [here](#) to continue receiving SDG's *Visions*. Let us know what you think of our efforts and feel free to offer your ideas and submissions for future issues of *Visions*.

SDG's Indiana LEDO Survey

Strategic Development Group, Inc. (SDG) provides its clients with information and strategies for growth and development. SDG conducted this survey in order to better understand the current challenges facing economic developers at the local level. Through this survey, we hope to gain some insights into how local economic development professionals are adapting to the transitioning global, national and regional forces that are impacting local economies. We would like to thank all the individuals who gave their time to participate in our survey.

Executive Summary

This survey of economic development professionals from across Indiana revealed some interesting results. The responses reveal an economy that is transitioning from a traditional manufacturing and agriculture basis very slowly. Despite high profile programs for "new economy" business clusters such as biotech, Indiana's local economies are still firmly fixed in the "old economy."

93rd Annual Home & Family Conference
6/14-16/06 Purdue University
<http://news.uns.purdue.edu/hp/DeZarn.family.html>

ITEC Conference
June 14-15, 2006 Indianapolis
http://www.goitec.com/events/EventHome.asp?EVENTS_CODE=15IND06

New Economy New Rules Presented by Barnes & Thornburg
6/2/06; 7/7/06; 8/4/06 Varies
<http://www.techpoint.org/eventdetail.aspx?id=599>

Indiana Chamber of Commerce
<http://www.indianachamber.com/conferences.asp>

economies are still firmly fixed in the old economy.

Two obstacles to increasing the speed of transition are the lack of broadband telecommunication coverage and average or below access to workforce education.

Economic development professionals are aware of the global economy. Adjustments need to be made for the demands of the new economy. Additional infrastructure elements are needed, and some communities are struggling with certain quality of life assets. The majority of local professionals are optimistic about the economic future of their community and the state

Subjects and Methods

SDG sent the survey to 84 local economic development professionals in Indiana. The executives were first contacted through an e-mail survey. SDG intern, Scott Fadness followed up with phone calls to those professionals who had not responded to the initial contact. Finally, SDG sent a final e-mail. Participation levels were over 60 percent, with 52 completed surveys. Responses were evenly distributed geographically throughout the entire state. The survey consisted of 13 questions that attempted to measure the current perceptions and strategies of the local economic development executive.

The full report can be found at www.sdg.us in the news section.

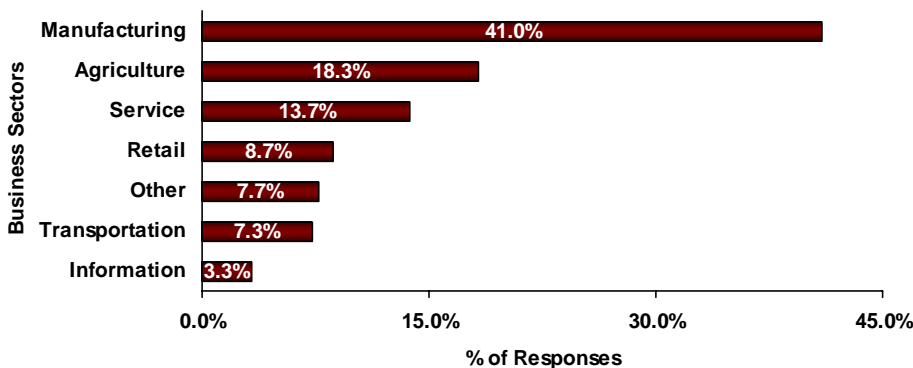
Factoid

[Americans for the Arts](#) study shows **Indiana ranks 24th nationally in number of Arts related businesses.**

According to the study, Indiana ranked 24th among the 50 states and District of Columbia in total number of arts-related businesses. The study revealed there are 7,443 arts-centric businesses in Indiana, and that those businesses employ an estimated 49,035 Hoosiers.

[More Arts and Economic Development](#)

**SDG Indiana LEDO Survey
Current Driving Economic Engines**



SDG's Economic Development Survey Responses



SDG Librarian

by Catie Kosinski

Surfing the Web with Style: StumbleUpon and Delicio.us

Increase your productivity while surfing the internet with two handy free web tools. Earlier this year, Mozilla Firefox announced a new add-on feature called StumbleUpon (www.stumbleupon.com) that takes users to highly rated web-sites. Users can personalize their preferences to stumble upon areas of interest such as marketing, management and business. StumbleUpon automatically bookmarks sites when users click the "I like it!" button on the toolbar. This is a great, fast way to find interesting and useful sites!

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Ever wish your bookmarked sites were portable? Del.icio.us (<http://del.icio.us>) is a free web tool that allows users to keep and share bookmarked sites. It's free to create an account on del.icio.us, and accounts can be used by several people simultaneously. Whenever you find a site you want to bookmark, click the "tag" button and del.icio.us automatically helps you save the site with similar ones on your profile. Profiles are public and can be viewed by anyone. The del.icio.us homepage displays popular and recently tagged sites.

I find that StumbleUpon and Del.icio.us compliment each other and add-value to my web surfing. I tag all my favorite "stumbled upon" web sites on my del.icio.us profile. This way I don't have to worry about finding interesting sites if I'm away from my desk, because they're all online. Feel free to check out my favorite websites at <http://del.icio.us/sdgcatie>.

What Can Your Downtown Be? Realizing Your Downtown's Potential

By Scott Burgins

As more and more communities find their retail and food centers based in strip malls on the outskirts of town, many people reflect back to the days when the downtown square was the center of the community. It is not too late to restore your downtown's vitality and there are state funds that can help.

Downtown revitalization strategies should reflect the individual visions and values of your community. Whether the plan is for a city or a small town, all successful downtown revitalization projects can deliver effective plans if they include these important components:

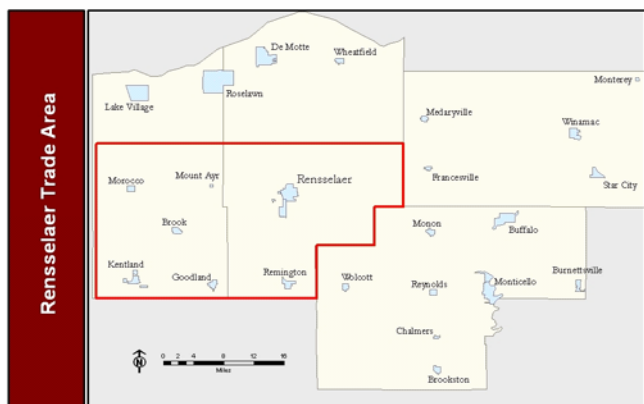
- Analysis of existing activities (office, retail, government)
- Historical and new trends for business activity
- Pedestrian and vehicle traffic
- Existing and potential market or customer base

These four elements give communities the knowledge and tools to implement a successful downtown strategy. SDG has helped communities of all sizes develop successful downtown revitalization strategies. What follows are samples from previous projects that illustrate just some of the useful data you should expect from any comprehensive downtown plan.

Definition of the Trade Area

It is important to understand the buying habits of the people most likely to shop in your downtown. In particular, we want to know what people buy and where they go to get it.

After consulting with the steering committee, SDG creates an imaginary ring around the city. This ring, as shown in the example below from Rensselaer, is called the trade area. People outside the boundary are more likely to do their shopping elsewhere. People inside are likely to head downtown. In other words, these are downtown's core customers.



Consumer Spending Patterns

Consumer Spending Patterns illustrate the buying habits of people living inside the trade area. The tables show not only

Consumer Spending Patterns

Consumer Spending Patterns illustrate the buying habits of people living inside the trade area. The tables show not only the total amount residents spend, but also per capita spending.

In the sample below, the second column from the left shows that people within the trade area spent \$27.6 million on clothes in 2004. The column on the far right, "USA Index," refers to how much money the average United States citizen spends on that same item. A rating of .86, for example, means that people within the trade area spent 86 cents for every \$1 spent by the average American. This information can help business owners to size up the demand for new products and services.

	Aggregate	Per Capita	Average Household	USA Index
Annual Expenditures	2004	2004	2004	2004
Apparel:				
Total Apparel	\$27,689,000	\$1,279	\$3,427	.86
Women's Apparel	\$8,243,000	\$381	\$1,020	.89
Men's Apparel				

Retail Trade Area Potential

Having examined what local people buy, the next logical step is determining what local businesses earn. The table below lists retail sales for businesses not only downtown, but all stores in the trade area. The table also shows what percentage of total retail sales each business comprises.

In the sample below, the second column from the left shows that food stores within the trade area sold \$48 million of items in 2004. By comparing what local residents spend to what local businesses earn, we can determine how much money "leaks" out of the trade area.

Street	Total Spending	Spent in Trade Area	Lost to Other Areas
Total Retail Sales	\$254,669,432		
Apparel and Accessory Stores	\$4,434,243	1.7%	- 98.3%
Automotive Dealers	\$48,328,853	18.9%	- 81.1%
Automotive and Home Supply Stores	\$3,096,950	1.2%	- 98.8%

For example, if consumers spent \$4.4 million on clothing, but stores within the trade area only earned \$75,382, then local people spent 98% of their clothing dollars outside the trade area.

Downtown Retail Mapping

For this step, SDG takes an inventory of downtown businesses and services. Businesses will continue to change, but the retail maps can guide the leaders of revitalization efforts in making key decisions such as:

- How do we foster growth in existing businesses?
- What new activities or businesses might the area support?
- What type of customers should we pursue?

SDG works with communities of all sizes to address these issues. No place is too small to have a strategy to maintain vitality. One client's historic downtown was challenged by a fast-growing strip of retail stores. SDG worked with local leaders to start creating an environment where existing and potential businesses recognize that the community is serious about supporting downtown. We were also able to assist with building a collection of "power tools" for local leaders to regain control of the downtown district. "Power tools" can be everything from town ordinances to funds and commitments from local leaders.

A small lake-front community was faced with revitalizing downtown when much of the population were part-time, summer residents. How would the town keep up without favoring tourists over locals? The town identified the number of locally owned shops, restaurants and businesses as the major community asset. They did not want to lose their unique

mer residents. How would the town keep up without favoring tourists over locals? The town identified the number of locally owned shops, restaurants and businesses as the major community asset. They did not want to lose their unique locally grown enterprises, so SDG helped devise a strategy to promote existing business while still adapting to changing needs of all residents.

Gauging Community Support for New Projects: The Statistically Valid Survey

In planning for new projects, most local government departments now incorporate some vehicles for community input. Public meetings, neighborhood review sessions, and focus groups are tools that nearly every public program uses – especially when the new project calls for significant capital expenditures. However, far too often a small group of remonstrators can stop the best planned projects, simply because the city or county council is unsure of how great community support is for the project.

A statistically valid survey is the best tool for determining whether a community supports a project. Being able to gauge the level of public support can help a local council withstand a remonstrations from a relatively few project opponents.

In fact, a well-designed survey might identify a core opposition group early in the planning process. Survey results could help the department improve its planning process and community education program.

The bottom line is that a statistically valid survey lets you know what the community will support. The survey data will help you foresee obstacles, guide the process, and help get your plan approved.

SDG News

Economic Growth Region 8

Purdue University and Indiana University in cooperation with state government have teamed up to create a new strategy for Economic Growth Region 8 (EGR 8). Strategic Development Group has been asked to facilitate this partnership and reach out to local stakeholders for this new regional approach. EGR 8 includes Brown, Daviess, Greene, Lawrence, Martin, Monroe, Orange and Owen counties.

The U. S. Economic Development Administration (EDA) is funding this research project to develop a model that can be used by America's rural communities. The Purdue-Indiana University team was chosen as one of only two grantees in the nation. This model will assess and maximize their regional economic advantages. The new strategy will build upon EGR 8's economic assets. [More...](#)

Avon Develops Master Economic Development Strategy

SDG has been hired by the town of Avon, Indiana, to develop a new economic development strategy. Read the news article about the project: [Avon looks at economic development](#) .

St. Joseph 4community Project Tackles Home Heating Help

St. Joseph County United Way is working to address the inability of households to maintain their basic utilities. SDG is working with a large and diverse group of collaborators to evaluate current programs, collect input and carve out a strategy that is effective and works with existing service delivery systems. The 4Community Planning Grant was awarded through the Indiana Association of United Ways by the Lilly Foundation.

