



Connecting Local & Regional Strategies

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Situation

We want to keep the people we have and attract more, especially the creative workers, to our community.

creative

Complication

We are a small town without “all” the cultural and service amenities of a large city.

create

Question

How do we keep the boys on the farm once they've seen Paris?

or

How do we compete with the BIG guys?

create

Answer

- By offering a higher “quality of place” for workers and companies
- By choosing a unique “area” to develop as our own
- By working with others in our region in a coordinated way

How?

- Know your BIG region – where will you be pulling people from
- Know your small region – who can you work with to combine assets
- Reach agreements
- Brand & Market

Questions

creates