

# Stronger Economies Together

Strategies for Building New Economic Opportunities

A USDA program awarded to Mid-Columbia Economic Development District

“Stronger Economies Together” (SET) partners with the Mid-Columbia Economic Development District (MCEDD) to discover new approaches to enhancing the regional economic development plan (note: a copy of the plan is available at <http://www.mcedd.org/reports/documents/CEDS2011.pdf>). The SET program will give us the latest tools, training, and technical assistance to help the region move forward.

## How is this different from other strategic planning processes? The training includes:

- Core building blocks for enhancing the regional economic development plan.
- In-depth data that are tailored to the region, information that helps delineate the critical drivers of your economy (including the presence or emergence of regional clusters).
- Tools that uncover local assets and resources that can be tapped to advance your region’s economic strategies and actions.
- Coaching and technical assistance (up to 40 hours over a period of one year after completion of the SET training program) to guide the implementation of your regional goals and strategies.
- Opportunities to share information and gather ideas/insights from other SET regions across the nation.

**When?** January to July of 2012

**What?** Seven workshops (see back) conducted in the region

**Who?** Anyone who is interested in participating in this process is welcome to join the Mid-Columbia SET Team. It will be important to have a wide variety of groups, agencies and businesses represented, as well as a dispersed throughout the entire five-county region.

**Where?** Visit MCEDD’s website for information on specific dates and locations: [www.mcedd.org/set.htm](http://www.mcedd.org/set.htm).

## What is Mid-Columbia Economic Development District’s role?

Staff will help identify and contact members of the community that are critical to the discussion, attend and be active in all meetings. Board members will be encouraged to participate.

## Does it work?

*“The most remarkable thing is that a group of individuals have out of their own initiative and drive created a vision; and from that vision have developed a plan that will support economic development in this region for years and generations to come.”*

Previous SET Participant

*“[SET] forced us to become very concrete in our thinking and goal setting.”*

Previous SET Participant

<http://srdc.msstate.edu/set>

This program is sponsored by USDA RD in partnership with the Regional Rural Development Centers and WSU Extension.



Committed to the future of rural communities.

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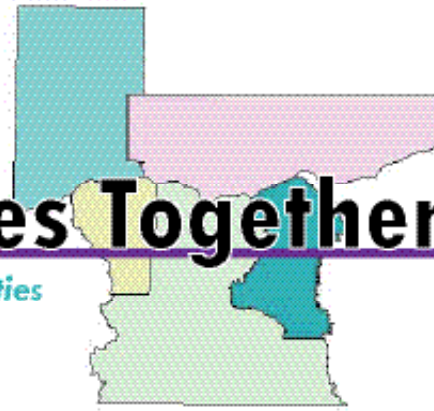
Additional partners include:  
Association of Washington Cities  
Washington Association of Counties

Partners are equal opportunity providers, employers, and lenders.

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## Training Program Module



- 1) A Snapshot of the SET Program (1/12)**  
at the Civic Auditorium in The Dalles
- What is SET?
  - What it Offers to a Regional Team
  - Who's who? State Partners and Trainers
  - Preview of the Training Program

### Regional Economic Development 101

- Exploring a Changing World: Some Major Trends
- Determining the Implications of These Trends
- Comparing Local and Regional Economic Development
- Looking at Regional Development
- Pinpointing What Should Your Region Do?

- 2) Exploring Regional Assets & Challenges (2/9)**  
at The Dalles Fruit Company in Dallesport
- Examining asset-based regional development
  - Discovering assets that exist locally
  - Pinpointing challenges to achieving regional goals

- 3) Examining Current Demographic Features (3/8)**  
at the Sherman County Fairgrounds in Moro
- Local and regional demographic data: past, present and future features of the population
  - Key trends
  - Features of the regional labor force
  - What features/trends mean

- 4) Your Regional Vision & Goals (4/26)**  
in Skamania County
- Defining Your Vision
  - Determining the Features of a Vision Statement
  - Developing a Vision Statement
  - Focusing on Regional Goals

- 5) Exploring the Region's Economic Foundation and Development Opportunities (5/10)**  
at the Gorge Pavillion in Cascade Locks
- Investigating the economic base of the region: Current economic drivers
  - Understanding regional comparative advantages
  - Determining your regional economic development advantages: Some key tools
  - Exploring Value-Added Strategies

- 6) Planning for Success (6/28)**  
at the Port of Hood River in Hood River
- Refining the Goal
  - Identifying the ABC's of Success
  - Selecting Strategies
  - Planning for Action

- 7) Measuring for Success (7/26)**  
in western Klickitat County
- Exploring the Value of Measuring
  - Deciding What to Measure
  - Using Measures to Promote Success
  - Tracking Appropriate Measures
  - Creating a Regional Plan for Measuring Success

### Building a Stronger Regional Team



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