

# Economic Development Strategies

*Rank the top five strategies (1, 2, 3...) you think will work best in the Durango area.*

**Place-Based Strategy** - Create parks, art installations, install lighting, provide sidewalk awnings, planting trees, recruit hip business, hold art walks, festivals, street markets, refurbish buildings, provide affordable housing units...

**Transportation-based Strategy** - Improve transit options, improve and/or decorate bus stops, install bike racks/lockers, put in bike paths and hiking trails, build housing near transit, reduce shipping costs, expand transportation facilities, create park-and-ride lots

**Culture-based Strategy** - Hold events such as street fairs, install art, refurbish or build performance venues, hold gallery walks, provide art education and training programs, paint murals, independent, grassroots media campaign, help communities tell their story

**Business Recruitment Strategy** - Put together an incentive package for outside firms, support education and recreation opportunities for company workers, build business parks, wire the county for high-speed Internet

**Creative Class Strategy** - Provide incentives for hip businesses such as loungey coffee shops, musical venues, a diversity of restaurants, and numerous recreation opportunities to attract young professionals who work hard and want to play cool.

**Resource Extraction Strategy** - Ease regulations allowing for easier harvesting, processing, and shipping out of natural resources. Support infrastructure such as a sawmill or industrial facilities that allow companies to refine the materials prior to shipment. Find an easier way for businesses to get these products to market.

**Home Grown Business Strategy** - Provide business training and support to young entrepreneurs. Help business start-ups obtain financing or micro-loans. Run a "buy local" campaign. Convert old buildings and industrial spaces into cheap or free workshop space for people to get started. Allow for and encourage home-based businesses.

**Economic Cluster Strategy** - Try to recruit one main company to come and then provide the things they need to thrive. Consciously go after other related businesses. Provide innovation grants or small loans to help spin-off businesses form.

**Workforce Strategy** - Provide classes in English and in manual arts. Meet with local employers and create training programs that fit their needs. Support returning to school by providing child care.

**Free Market Strategy** - Reduce red tape and consider whether and how to privatizes public services. Provide incentives to developers and businesses for re-locating to run down areas.

**Community-based Strategy** - Gather a cross-section of residents together to decide together how to reduce costs of living (e.g. growing food or weatherizing homes), beautify the neighborhood, starting businesses, create housing, improving health care, reducing crime, or strengthening schools.

**Tourism and Recreation Strategy** - Invest in developing additional recreational opportunities and/or marketing the area to outsiders. Build a convention center, hold special events to draw people to town.