

**2011 WILLIAM KING COLE  
EFFECTIVE LOCAL GOVERNMENT  
SERIES- MARCH 24, 2011**

**Economic Development  
and Growth Issues**

PREZI.com

**Presented by:**  
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140 Takeaways & Twitter tag:  
@DaveQuinn247 #TMLWKC

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*Economic Development  
and Growth Issues*

**Economic Development  
FOR  
DUMMIES**

*City managers*

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**What is the purpose Economic Development?...**

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To grow your economy you either have to stop the leaks or add water faster than its leaking

# Attract new \$ or Basic Jobs

• pays bigger dividends

## Adding more water



## or Basic Jobs

- pays bigger dividends
- more costly
- more difficult to do

## Plug Leaks or add non-basic jobs

- Dividends not as great
- less expensive
- less difficult

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Everything  
else is a path  
to job creation  
or retention.

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## add non-basic jobs

- Dividends not as great
- less expensive
- less difficult

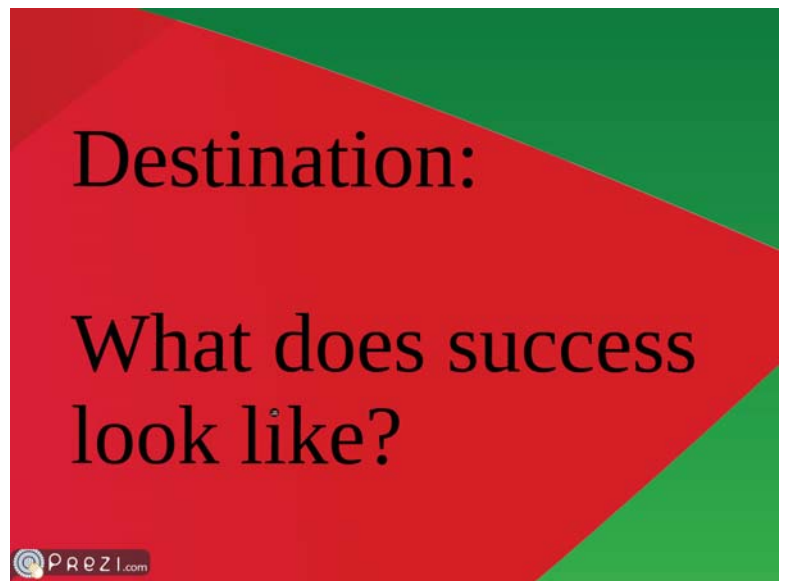
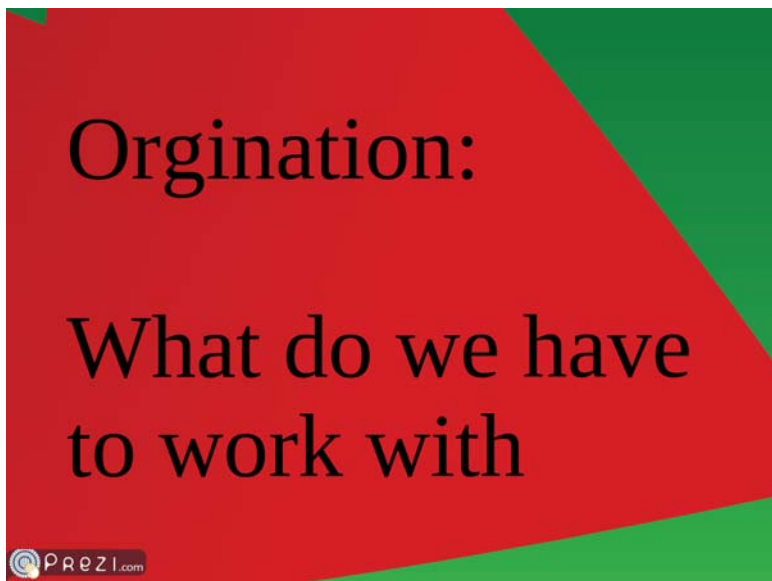
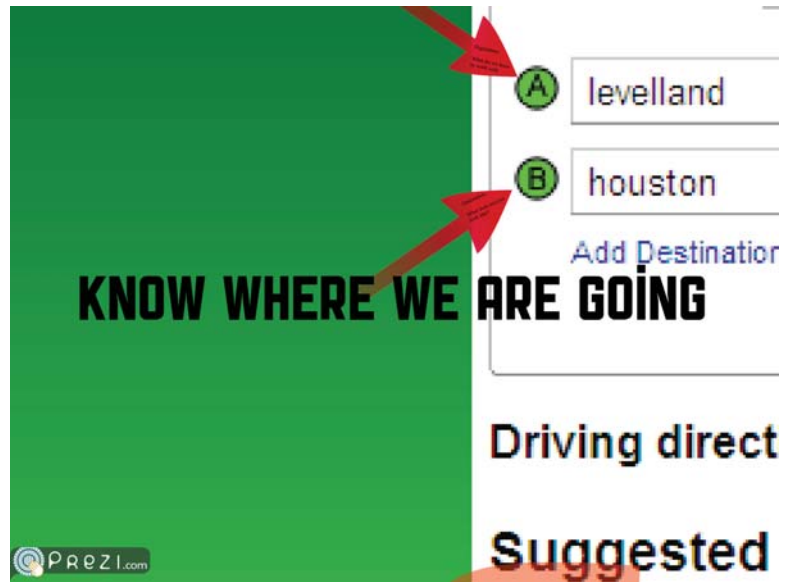
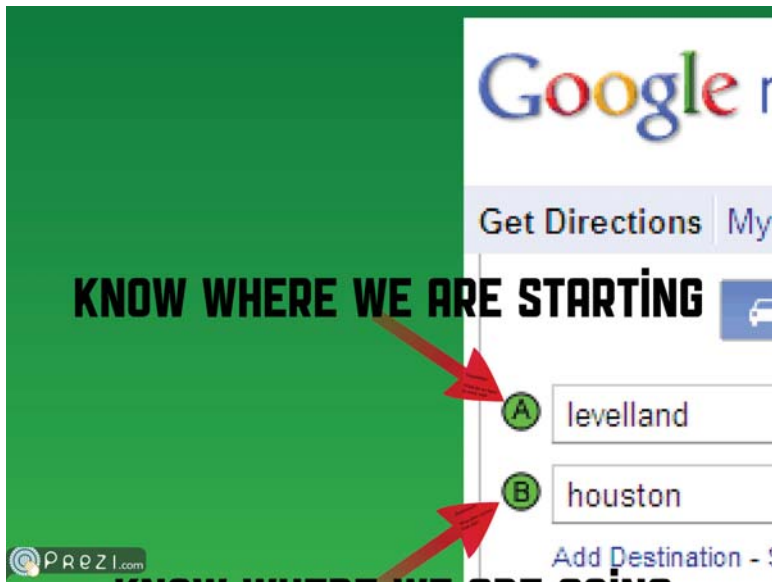
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## Let's take a trip

CHOOSE A METHOD OF TRAVEL



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**KNOW WHERE WE ARE GOING**

levelland

houston

Add Destination - Show options

Get Directions

Driving directions to Houston, TX

**Suggested routes**

1. TX-36 S	549 mi	9 hours 46 m
2. US-84 E	550 mi	9 hours 47 m
3. TX-6 S	563 mi	9 hours 54 m

Levelland, TX

1. Head east on Houston St toward Farm to

knowing how far we get to travel is important....b/c?

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Who's going with us?  
 How fast do we want to get there?  
 What are we going to do once we are there?

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**CHOOSE A METHOD OF TRAVEL**

Google maps

levelland to houston

Get Directions My Maps

**WE ARE STARTING**

levelland

houston

Add Destination - Show options

PREZI.com

WE ARE GOING

**PREPARING TO LEAVE**

packing  
 cleaning hou  
 notifying oth

PREPARING

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# TO LEAVE

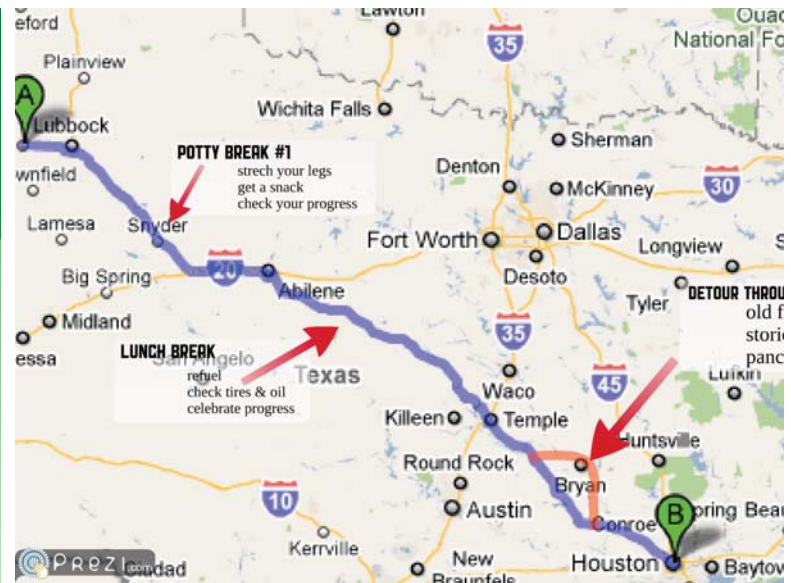
packing  
cleaning house  
notifying others

# BREAK #1

stretch your legs  
get a snack  
check your progress

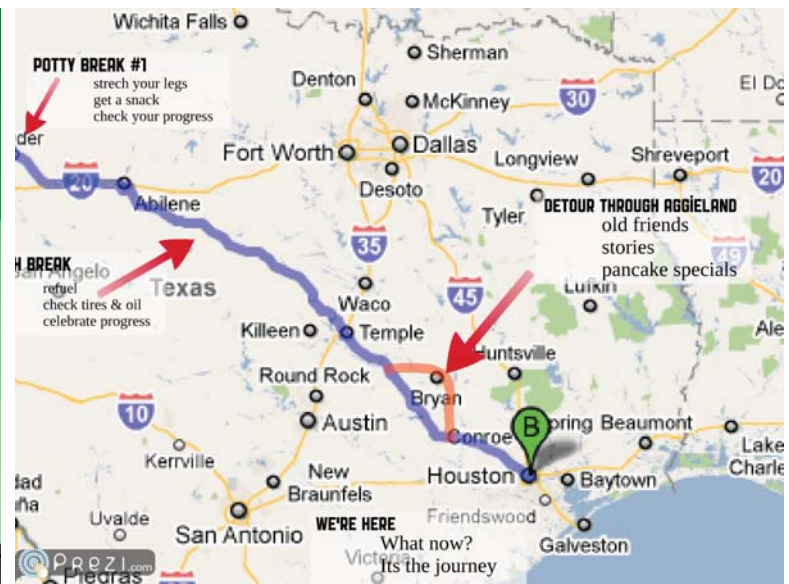
# POTTY BREAK #1

stretch your  
get a snack  
check your



# LUNCH BREAK

refuel  
check 1



# BREAK

refuel  
check tires & oil  
celebrate progress

**DETOUR THROUGH AGGIELAND**  
old friends  
stories  
pancake specials

**R THROUGH AGGIELAND**  
old friends  
stories  
pancake specials

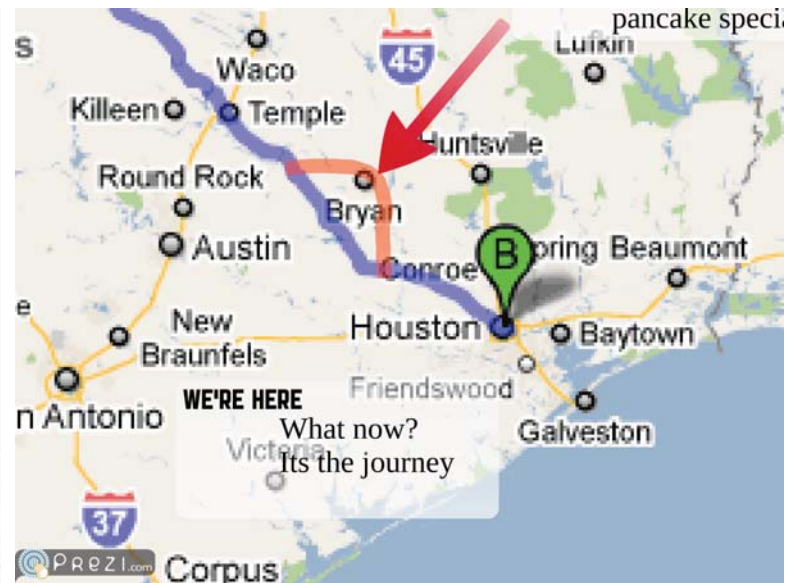
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**Kill 2 Birds With Every Stone**

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**Sell Your Stories**  
create, leverage & share

PREZI.com



**WE'RE HERE**

Wh

What is the purpose Economic Development?...

**HERE**

What now?  
Its the journey

**Thank You!**  
**Questions or Comments?**

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