


## Stronger Economies Together Participants' Guide

### Module Seven: *Exploring Regional Assets and Barriers*

#### Handout 5: Linking Assets, Community Capitals, and Barriers

Slide 20


<b>Regional Cluster Strategy: Business Incubator Center</b>			
Establish a public/private funded business incubator center in the region and house 15 business start-up firms in the facility (by December 2014) that provide goods/services to the region's cluster.			
<b>Types of Regional Assets</b> 	<b>Regional assets that can help support this goal</b>	<b>Type(s) of capital each asset represents</b>	<b>Barriers that might prevent goal from being met?</b>
<b>People</b>	<ol style="list-style-type: none"> <li>1. John Smith, Chamber of Commerce</li> <li>2. Dr. Jones, Community College President</li> <li>3. Community college faculty</li> <li>4. Elected government leaders (city/county)</li> <li>5. Industry leaders</li> </ol>	<ol style="list-style-type: none"> <li>1. Human, Social</li> <li>2. Human</li> <li>3. Human</li> <li>4. Financial, Natural, Built</li> <li>5. Social financial, Human</li> </ol>	<ul style="list-style-type: none"> <li>• Citizens opposed to local governments investing tax monies in this initiative</li> <li>• Lack of coordination among local government leaders</li> </ul>
<b>Voluntary Associations</b>	<ol style="list-style-type: none"> <li>1. SCORE Chapter</li> <li>2. Entrepreneur Network</li> <li>3. Entrepreneurs Foundation</li> <li>4. Junior Achievement</li> <li>5. School PTAs</li> </ol>	<ol style="list-style-type: none"> <li>1. Human, Social, Cultural</li> <li>2. Human, Social</li> <li>3. Financial</li> <li>4. Human</li> <li>5. Human, Social</li> </ol>	<ul style="list-style-type: none"> <li>• Chambers of Commerce fighting to have the incubator facility in their community</li> <li>• Lack of coordination among volunteer organizations to support entrepreneurs</li> </ul>
<b>Formal Institutions</b>	<ol style="list-style-type: none"> <li>1. Community College Business Center</li> <li>2. Community Bank and Trust</li> <li>3. Community Foundation</li> <li>4. City/county governments</li> <li>5. State Econ. Dev. Regional Office</li> </ol>	<ol style="list-style-type: none"> <li>1. Human, Financial</li> <li>2. Financial</li> <li>3. Financial</li> <li>4. Financial, Natural, Built</li> <li>5. Built, Human, Natural</li> </ol>	<ul style="list-style-type: none"> <li>• Banks reluctant to lend money for the facility</li> <li>• Decline in state support for regional economic development activities</li> </ul>
<b>Physical Resources</b>	<ol style="list-style-type: none"> <li>1. Empty Wal-Mart Building</li> <li>2. Community College Incubator Center</li> <li>3. Public Library Computer Lab</li> <li>4. School meeting rooms/labs</li> </ol>	<ol style="list-style-type: none"> <li>1. Built</li> <li>2. Built, Human, Social</li> <li>3. Built, Human</li> <li>4. Built</li> </ol>	<ul style="list-style-type: none"> <li>• Cost to retrofit the building</li> <li>• Demand on library lab makes availability difficult</li> <li>• School leaders reluctant to allow buildings to be used for adult training activities</li> </ul>

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**Handout 6: Regional Cluster Strategy: Assets, Community Capitals, and Barriers**

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**Regional Cluster Strategy:**

<b>Types of Regional Assets</b> 	<b>Regional assets that can help support this goal</b>	<b>Type(s) of capital each asset represents</b>	<b>Barriers that might prevent goal from being met?</b>
<b>People</b>			
<b>Voluntary Associations</b>			
<b>Formal Institutions</b>			
<b>Physical Resources</b>			