

# Regional Development for Local Success

Parke County Quality of Life Council

April 14, 2009

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# Objectives

- About PCRD & Purdue Extension ECD
- Regional Development
- Tourism in the Context of Regional Development
- Examples of Regional Tourism Initiatives
- Considerations for Moving Forward

# PCRD

## Vision

The Purdue Center for Regional Development (PCRD) will help Indiana become recognized as a national leader by supporting creative, regional approaches to development and problem solving, which build on three core values:

- a voluntary approach;
- the power of data, analysis, ideas, and information; and
- the importance of dialogue, social capital, and collaborative partnerships



# PCRD

## Mission

The PCRD supports collaborative regional and multi-institutional approaches to problem solving and development, including economic and community development, by:

- Engaging in applied research and policy analysis and regional planning;
- Conducting educational and training programs
- Convening, nurturing and facilitating regional conversations and dialogues
- Creating and helping to sustain networks and partnerships
- Providing and brokering technical assistance, including business development assistance
- Incubating and hosting new initiatives and programs, including those that are high risk

# PCRD

- Regional planning and analysis
- Economic development planning
- New models of workforce development
- Small business development
- Community/regional entrepreneurship development
- Rural and small town community and economic development
- Civic leadership/governance
- GIS and spatial techniques and analysis

# Purdue Extension

- National system
- Almost 100 years old
- “Delivery” of research-based information, knowledge, and processes
- Cooperative funding partnership
- Purdue campus and professional staff in each of Indiana’s 92 counties
- More than Agriculture and 4-H

# Purdue ECD

*The Economic and Community Development Program within Purdue Extension uses educational programs and facilitation skills to engage and empower residents in their efforts to:*

- Build leadership capacity*
- Increase community vitality*
- Enhance public decision making*
- Manage public issues*

Entrepreneurship  
Planning and Visioning  
Workforce Development  
Leadership and Civic  
Engagement  
Public Issues Education

# Regional Development



**Our View**



**Their View**

*Shanghai Perspective*



# Why Regions?

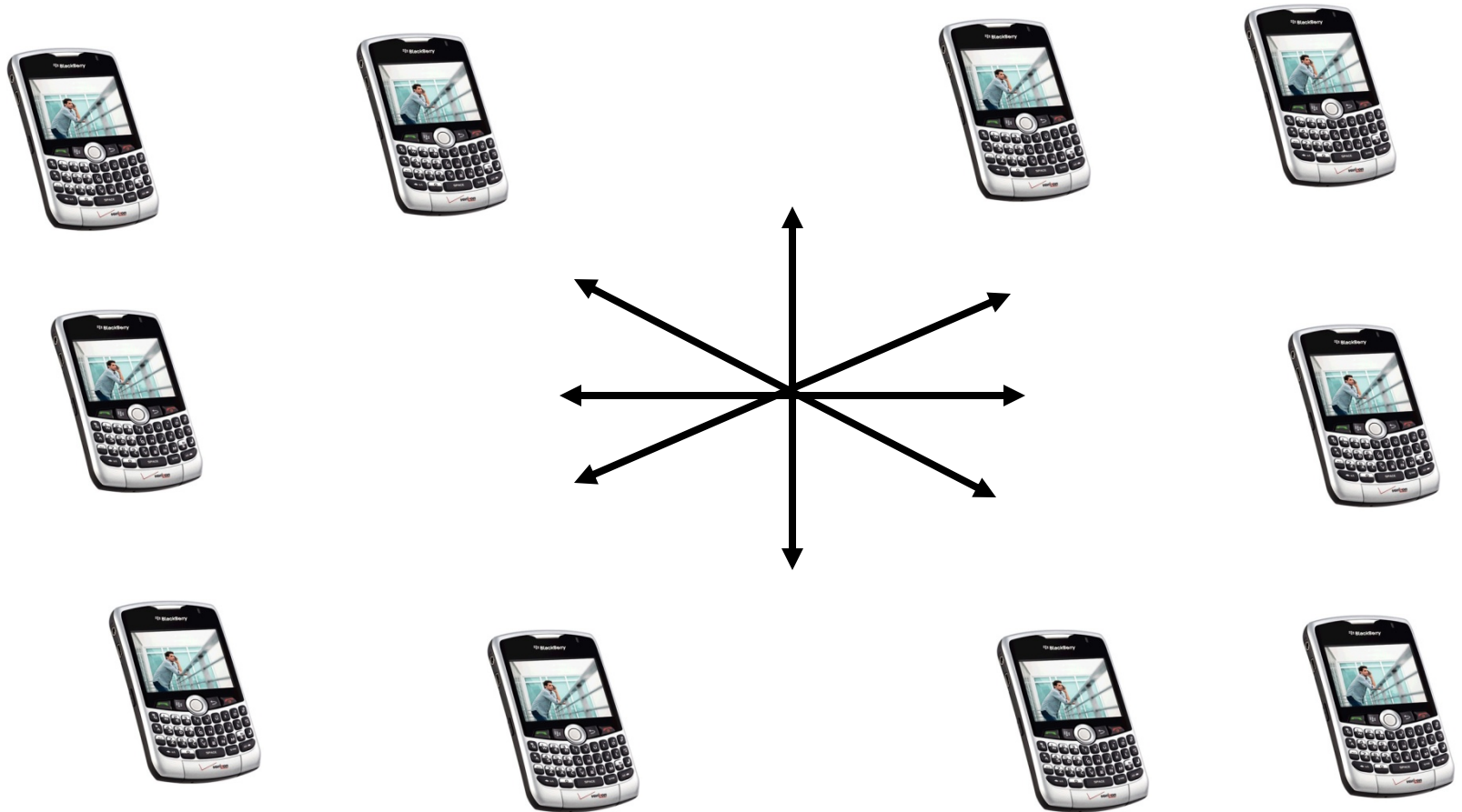
- Better matches outsider's perceptions
- Better matches a growing number of insider's perceptions
- Allows the linking and leveraging of more assets

# Linking and Leveraging

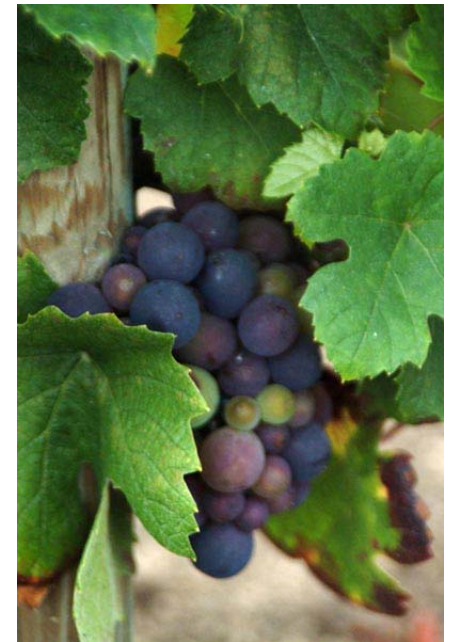
*What's the Value of  
**ONE** Cell Phone?*



# *What's the Value of **TEN** Cell Phones?*



# Regional Tourism

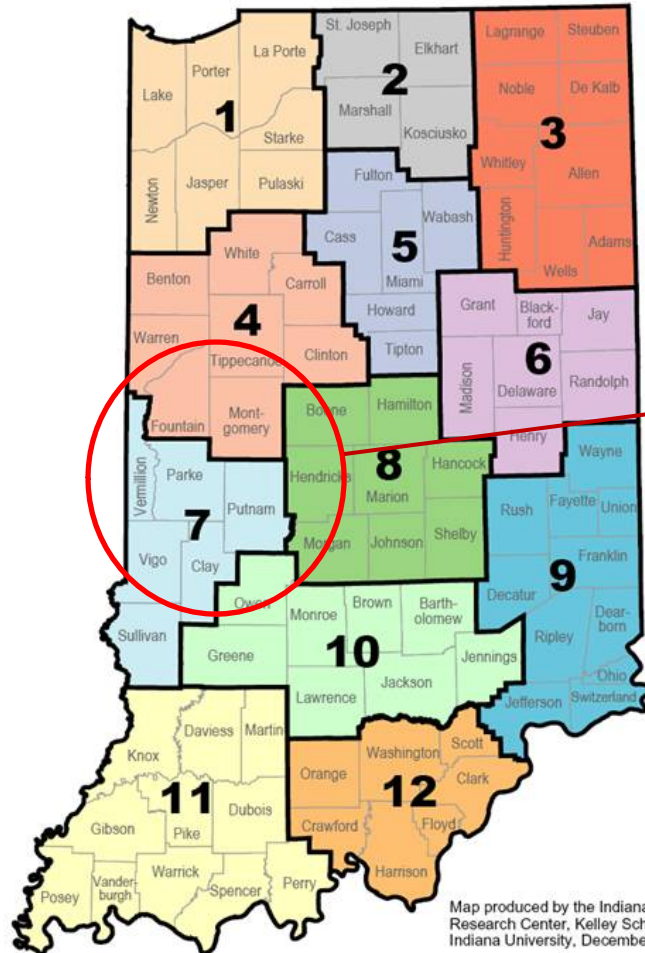


# Indiana Regional Tourism Efforts

- Indiana Wine Trail – Marketing
- Southern Indiana – Travel Writers Weekends
- National Maple Syrup Festival (Medora) – Sponsorships
- Central Indiana “Dome Tax” – Revenue Sharing

# A West Central Indiana Region Tourism Network?

Workforce Investment Planning Regions

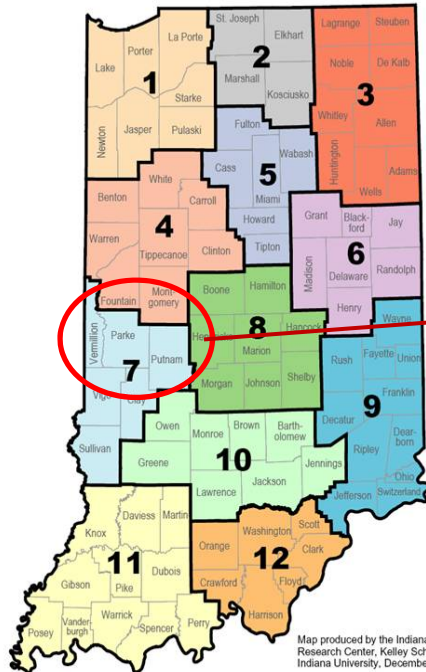


Parke  
Vermillion  
Putnam  
Fountain  
Montgomery  
Clay  
Vigo  
Clay

Map produced by the Indiana Business Research Center, Kelley School of Business, Indiana University, December 2004

# A West Central Indiana Region Tourism Network?

Workforce Investment Planning Regions



Parke  
Vermillion  
Putnam  
Fountain  
Montgomery  
Clay  
Vigo  
Clay

Arts, Entertainment, Recreation, &  
Visitors Industries

**Parke County**  
13 Establishments  
\$???????

**West Central Indiana**  
143 Establishments  
\$19 million



# Cluster Definition

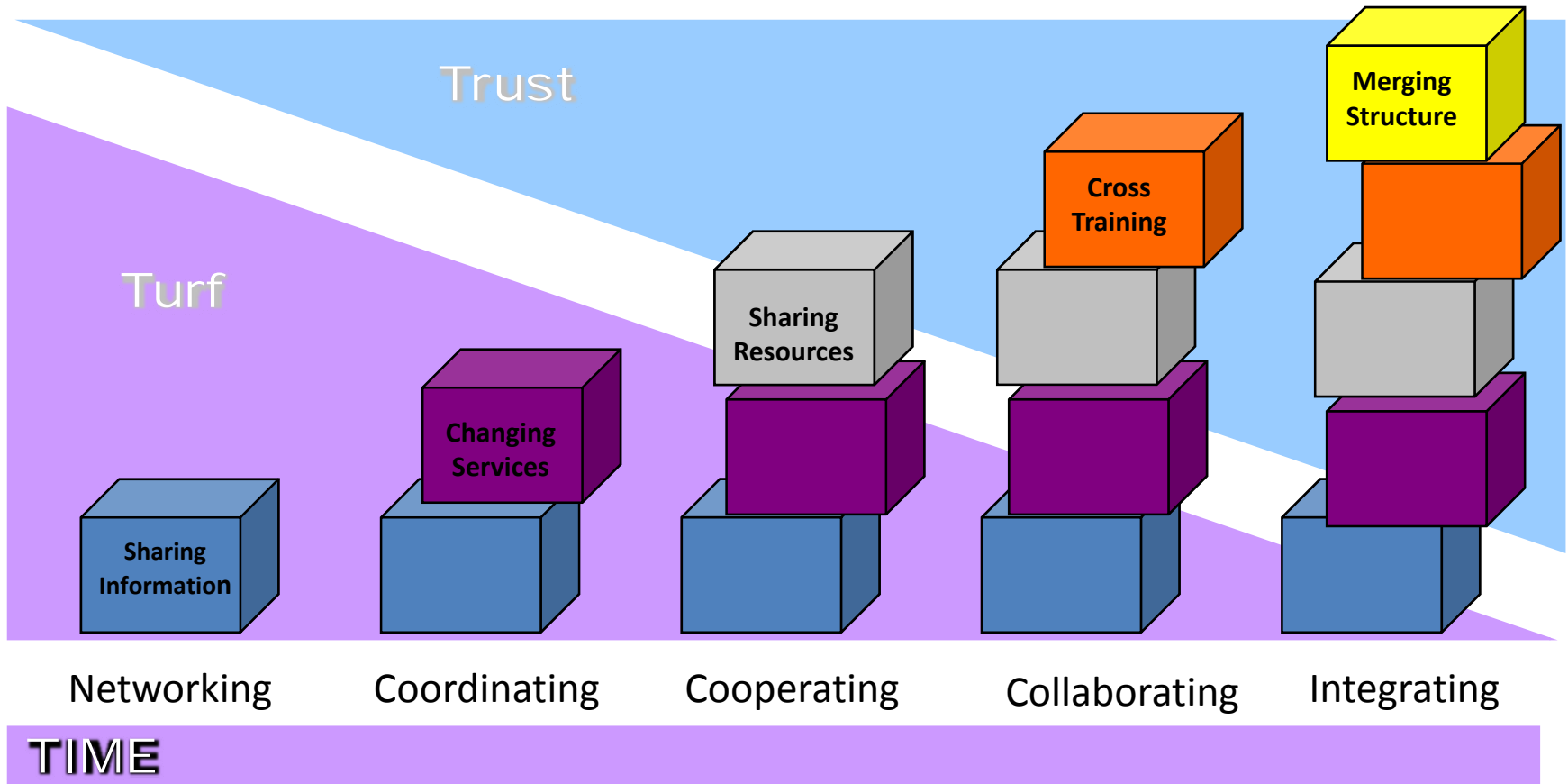
- Sporting and athletic goods manufacturing
- Doll, toy, and game manufacturing
- Sporting and recreational goods and supplies merchant wholesalers
- Scenic and sightseeing transportation
- Motion picture and sound recording industries
- Broadcasting (except internet)
- Travel arrangement and reservation services
- Performing arts, spectator sports, and related industries
- Museums, historical sites, and similar institutions
- Amusement, gambling, and recreation industries
- Traveler accommodation
- RV (recreational vehicle) parks and recreational camps



# Effective Regional Networks

1. Acknowledge the need to for some level of change
2. Understand that regional action is needed to bring about the desired change
3. Have a clear sense of some of the problems to be solved or opportunities to acted upon
4. Focus initially on a few issues
5. Include representatives from the public and private (for-profit and nonprofit) sectors
6. Use a one-time grant (preferably from outside the region) in order to fund initial planning and, if possible, investment
7. Work with a planning facilitator from outside the region to help create the initial plan
8. Have an open and transparent planning process:
  - accessible by all residents of the region
  - with a process that is completely clear
9. Create as part of the planning process a regional vehicle that will provide governance for the plan
10. Keep the plan simple, have relatively few goals and objectives
11. Make the plan's budget realistic—funding sources should be ready to access
12. Specify measurements by which the plan will be judged
13. Using funds from outside the region initially helps overcome suspicion from communities that local resources will be used inequitably.

# Collaboration Continuum



*You have to walk before you run*

# Moving Forward

- Framing an issue to address or opportunity to seize
- Engaging regional stakeholders
- Mapping assets
- Organizing for action

# How Can We Help?

- Engaging in applied research, policy analysis, and regional planning?
- Conducting educational and training programs?
- Convening, nurturing, and facilitating regional conversations and dialogues?
- Creating and helping to sustain networks and partnerships?
- Providing and brokering technical assistance?

# Contact

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