



# Targeting the Future

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Southern NH Planning Commission

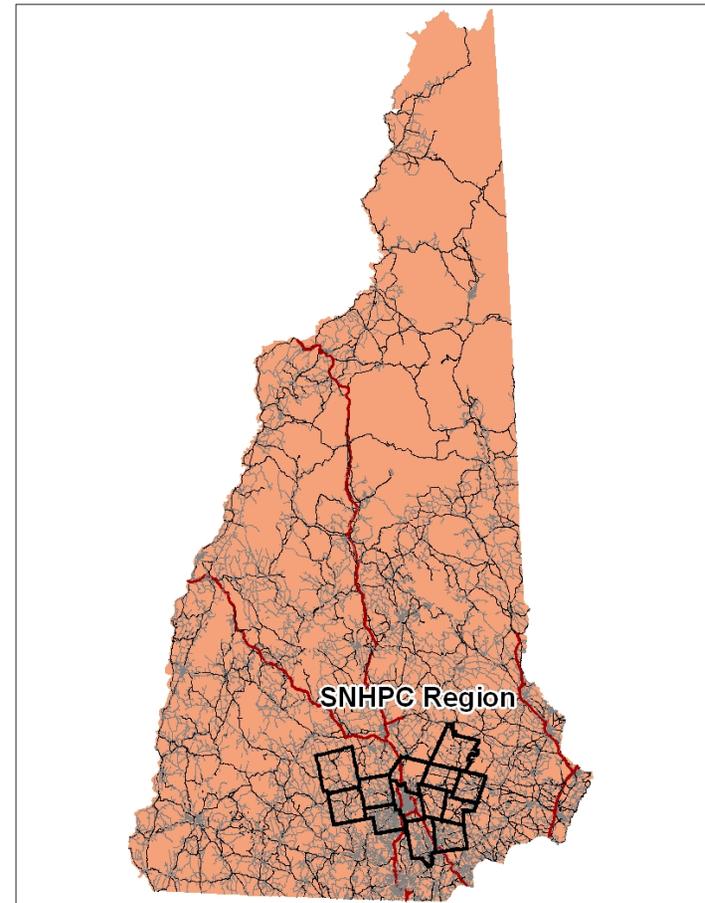
**John M. Rhodes**, Senior Principal, Moran, Stahl & Boyer

**Jay Minkarah**, Director, City of Manchester Economic  
Development Office, Manchester, NH



# Southern New Hampshire Planning Commission

- Coordinating agency for planning initiatives of 13 communities in the region
- Formally organized 1966
- City of Manchester and 12 surrounding municipalities with populations ranging from 3,600 to 110,000
- 2010 Population Estimate: 261,262

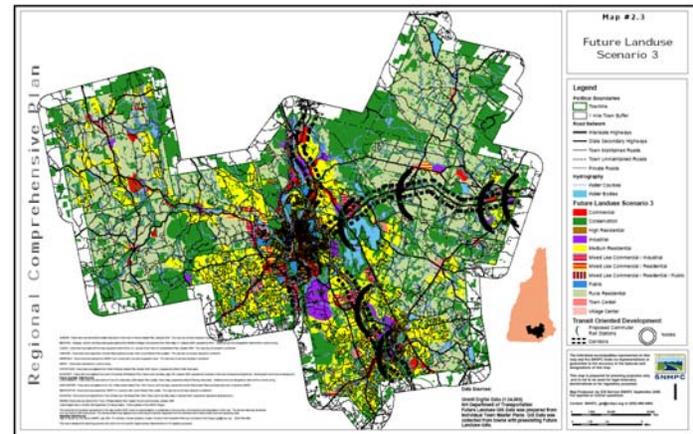




# Southern New Hampshire Planning Commission

## Main Functions:

- Increase communication
- Promote intergovernmental cooperation and coordination
- Promote regional coordinated development
- Prepare a regional comprehensive plan





# Regional Economic Concerns

**SNHPC**

- To attract high-paying skilled jobs
- To improve and expand infrastructure to support and attract commercial and industrial development of the type and scale sustainable for the region
- To improve and expand the local tax base through non-residential development



# Regional Economic Concerns

**SNHPC**

- To seek a balance between quality of life and growth through smart growth initiatives
- To reverse the trend of having to commute outside the region and state for high-paying skilled jobs.
- To reduce the out-migration of young college graduates



# Need for Regional Economic Development Planning

- Plan both big and small -- focus and target efforts on **KEY INDUSTRIES** that fit best and have the greatest growth opportunities
- Establish a **PARTNERSHIP** of public and private sector stakeholders that can brand and market **YOUR** Region and bring about change
- Develop **VISON/GOALS** and an **AGENDA** for how to proceed
- Establish a framework/funding for **CONTINUOUS** economic development



# SNHPC Regional Economic Development Plan

- Never been done before – 1st Time Out of the Gate
- Provides a **PUBLIC FORUM** to frame discussions on economic issues
- Includes a **VISION** and **AGENDA** - economic strategy for the region
- Establishes **AGENDA** including: 10 Core Goals and 12 Strategic Initiatives or Catalytic Projects
- Sets forth a framework and process for **CONTINUOUS** economic development planning



# SNHPC Regional Economic Development Plan – Current Status

- **The Plan was adopted in March 2011**
- **SNHPC Region has a Partnership in place – Metro Center-NH**
- **Currently working on implementing the goals and three of the strategic initiatives**
- **Working on securing Funding**



# Contents of the Plan

## Divided into Two Volumes

- **Volume I: Five Sections**
  - **Current Economic Conditions and Trends**
  - **Economic Issues, Challenges and Opportunities**
  - **A Shared Regional Vision – Vision/Core Goals**
  - **Strategic Initiatives**
  - **Priority Public Projects**
- **Volume II: Background Reports/Studies/Statistics**



**SNHPC**

# Methodology/Products

**Based on strategic plan building concepts:**

- **Cluster – Target Industry Analysis**
- **SWOT Analysis**
- **Assets Mapping/Profiling**

**Key Deliverables:**

- **Public Opinion Survey**
- **Published Economic Assets Profiles/Statistics for each municipality**
- **Public Infrastructure Inventory**
- **Target Industry/SWOT Analysis**
- **Ranking of Public Projects**
- **Summary of Stimulus Funding**
- **Regional Business Incubator Study**
- **Grant Writing Assistance**
- **CEDS Strategy for the Region**



# Cluster – Target Industry Analysis

- **Regional Analysis - John M. Rhodes**, Senior Principal, Moran, Stahl & Boyer
- **Local Analysis - Jay Minkarah**, Director, City of Manchester Economic Development Office, Manchester, NH