

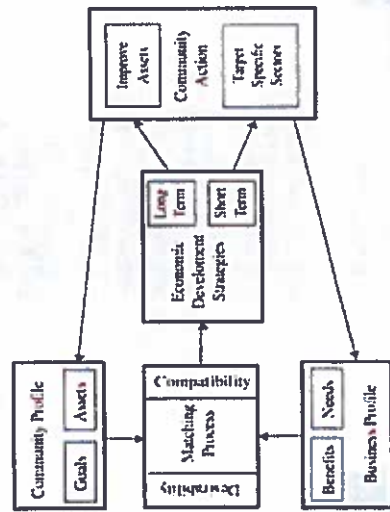
What is ASAP?

ASAP is a tool to help achieve sustainable community development. The process is based on the belief that sustainable community development strategies should reflect the preferences of both the community and the businesses in order to be successful.

ASAP assesses :

- 1) Community priorities for sustainable development.
- 2) How these priorities are met by different types of businesses.
- 3) What different businesses need in terms of physical, economic, and social infrastructure.
- 4) Which infrastructure the community can offer to the businesses.

All four assessments are used to identify which business sectors are more desirable to the community and which sectors are more compatible with community infrastructure.



Why implement ASAP?

ASAP is a highly adaptable community development tool using desirability and compatibility measures to match communities and business sectors. Any size community can implement ASAP, whether small rural village or a multi-state region. ASAP estimates a baseline model which can be easily modified to create secondary scenarios, providing tools to compare different community development options.

Communities can use results to fortify existing business sectors reported as desirable and compatible, recruit new businesses from desirable and compatible sectors currently absent in the community, or invest in infrastructure the community lacks to attract businesses from desirable but currently incompatible sectors.

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Helping communities identify targeted, sustainable economic development.



University of Nevada, Reno
Center for Economic Development



University of Nevada
Cooperative Extension



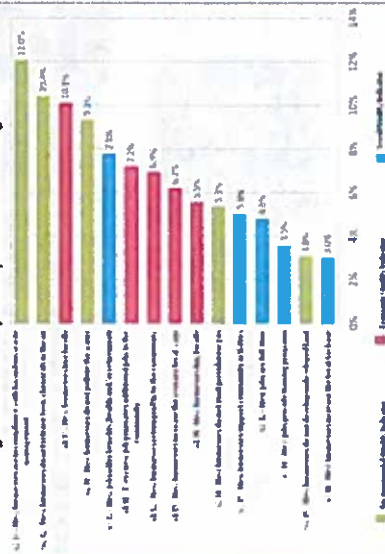
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ASAP METHOD

A trained ASAP specialist works along with a community representative to compile data using methods designed specifically for ASAP.

Community goals and priorities are captured by survey responses of community members. These goals are classified into 3 general categories (economic, environmental, social) and ranked by importance.

Figure 2: Community Development Indicator Weights



Business characteristics and operational asset requirements are captured by survey responses from businesses across the United States.

Community goals are combined with business survey responses, community asset inventory, and national and community productivity measures (e.g. employment level, production volume, import/export measures) to produce community desirability and compatibility indexes for each NAICS business sector.

REPORTING

The "compatibility index" captures compatibility of each business sector's asset requirements and the community's asset availability.

The "desirability index" captures desirability of business sectors based on the characteristics of the business and community members' stated goals and priorities.

Sectors are compared to one another based on the ranking of each index. In this example, the community targets businesses who generate indexes > 60 for both desirability and compatibility. ASAP is easily adaptable to analyzing different combinations of index rankings for all sectors.

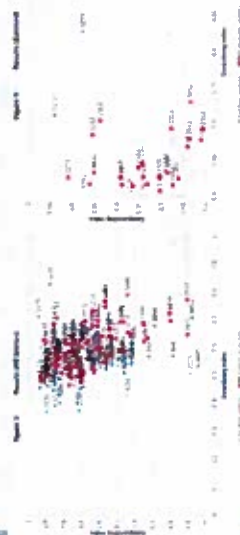


Table 4: Industries with High Desirability and Compatibility Index Scores

NAICS	Industry	Desirability Index	Compatibility Index
1112	Vegetable and Bean Processing	0.8879	0.8879
2111	Oil and Gas Extraction	0.8770	0.8770
3112	Food Processing	0.8670	0.8670
3113	Grain and Allied Product Mills	0.8670	0.8670
3114	Meat and Poultry Processing	0.8670	0.8670
3115	Textile Mill	0.8670	0.8670
3116	Textile Mill	0.8670	0.8670
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3118	Textile Mill	0.8670	0.8670
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3200	Textile Mill	0.8670	0.8670

ANALYSIS

Many factors determine the compatibility and desirability rankings. The graphs below show how well each NAICS sector is matched to the community for each of the determining factors. This provides not only an explanation for why each sector is more or less desirable and compatible to a community, but the community's strengths and weaknesses are revealed as well in patterns of "green-lights" or "red-lights" across sectors.

