

## EDP Strategic Planning Workgroup: Benchmarking Recommendations & Proposed Questionnaire

- Organizational Benchmarking: Jody Lassiter
  - Nelson County Economic Development Agency (Bardstown, KY), [new.nceda.net](http://new.nceda.net)
  - Green County Partnership (Greenville, TN), [www.greencountypartnership.com](http://www.greencountypartnership.com)
  - Blount County Partnership (Maryville, TN), [www.blountpartnership.com](http://www.blountpartnership.com)
  - Community Development Foundation (Tupelo, MS), [www.cdfms.org](http://www.cdfms.org)
  
- IF vs. IDA: Jody Lassiter
  - Industrial Foundation/Private Development Corporations (not SPGEs):
    - Elizabethtown-Hardin County IF (receives \$50,000 in public funding from city/county)
    - Hopkinsville IF
    - Marion County IF
    - Murray-Calloway County ED Corporation (receives public funding from city/county)
    - Madisonville-Hopkins County ED Corporation
    - Greater Owensboro ED Corporation
  - Industrial Development Authority:
    - Franklin-Simpson County IDA
    - Winchester-Clark County IDA
    - Rockcastle County IDA
  
- Funding Support: Jody Lassiter
  - Payroll Tax % Funding:
    - Rockcastle County IDA
    - Somerset-Pulaski County Development Foundation
    - Paducah Economic Development
  - Overall Public Funding Support:
    - Marion County IF/Office of Economic Development
    - Murray-Calloway County ED Corporation
  
- Community/Economic Development Benchmarking:
  - Suggested by Jennifer Kirchner:
    - Springfield, OH (pop. 60,608 – metro area), [www.greaterspringfield.com](http://www.greaterspringfield.com)
    - Madison, GA (pop. 3,636 – within Atlanta-Athens-Clarke-Sandy Springs Combined Statistical Area), [www.madisonga.com](http://www.madisonga.com)
  - Suggested by Paula Fowler:
    - Newark, DE (pop. 31,454), [www.cityofnewarkde.us](http://www.cityofnewarkde.us)
    - Ocala, FL (pop. 57,468 – metro area), [www.ocalafl.org](http://www.ocalafl.org) (Jody has contact at Ocala-Marion County Chamber & Economic Partnership, [www.ocalacep.com](http://www.ocalacep.com).)
    - Charleston, WV (pop. 50,821 – metro area, state capital), [www.cityofcharleston.org](http://www.cityofcharleston.org)
  - Micropolitan Benchmarking (# of *SITE Selection* top 10 appearances, 2006 – 2014):  
Researched by Jody Lassiter
    - **Batavia, NY** 10
    - **Statesville-Mooresville, NC** 9
    - **Wooster, OH** 9
    - **Tupelo, MS** 7 (*see Community Development Foundation above*)
    - **Cullman, AL** 7
    - Lexington-Thomasville, NC 6
    - Findlay, OH 6
    - Daphne-Fairhope-Foley, AL 6

## Benchmarking Questionnaire for Economic Development Organizations

1. What is the purpose of your organization?
2. What are your long-term goals?
3. What is your organizational structure? Is your EDO a public authority, a private nonprofit corporation (Chamber, Foundation, or Development Corporation), a public-private partnership, or other form?
4. How is your EDO funded? What is the percentage of public versus private funding?
5. What is your total operating budget?
6. What percentage of your budget is dedicated to business marketing and recruitment?
7. How many professional people are on your staff and what are their roles?
8. Do you share staff with any other organizations?
9. How is your board of directors or governing body selected?
10. What other organizations in your community deal with economic development? (Chamber of Commerce, City and/or County Governments, Industrial Development?)
11. What other regional organizations deal with economic development?
12. What is your relationship with these other local or regional organizations?
13. How do you interact with or support each other?
14. What are your organizational structure's strengths and weaknesses?
15. What organizational or programmatic changes has your EDO made to adapt to changing economic conditions?
16. What is your EDO's communications plan for both internal (ie. regular staff meetings, board member information-sharing, policies) and external stakeholders (ie. annual reports, media releases)?
17. How does your EDO or community integrate support for and marketing of quality of life issues and initiatives?
18. Does your EDO or community have an active strategic economic development plan? If so, would you share a copy with us?
19. What are your EDO's performance metrics? How were these metrics selected? How are they monitored and communicated to your stakeholders?
20. Do you have any suggestions or recommendations for us?