
Regions Charting New Directions: Metropolitan Business Planning

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Robert Weissbourd, RW Ventures, LLC

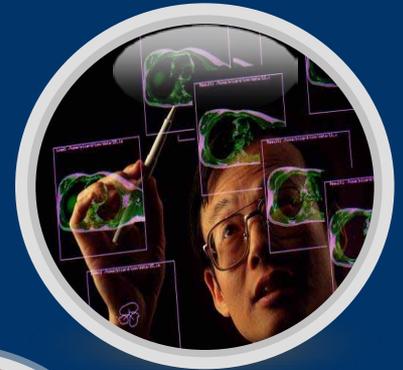
Metropolitan Business Planning: A New Way of Doing Business

Ž Grounded in Economics and Business

Ž Comprehensive, Actionable
Strategies

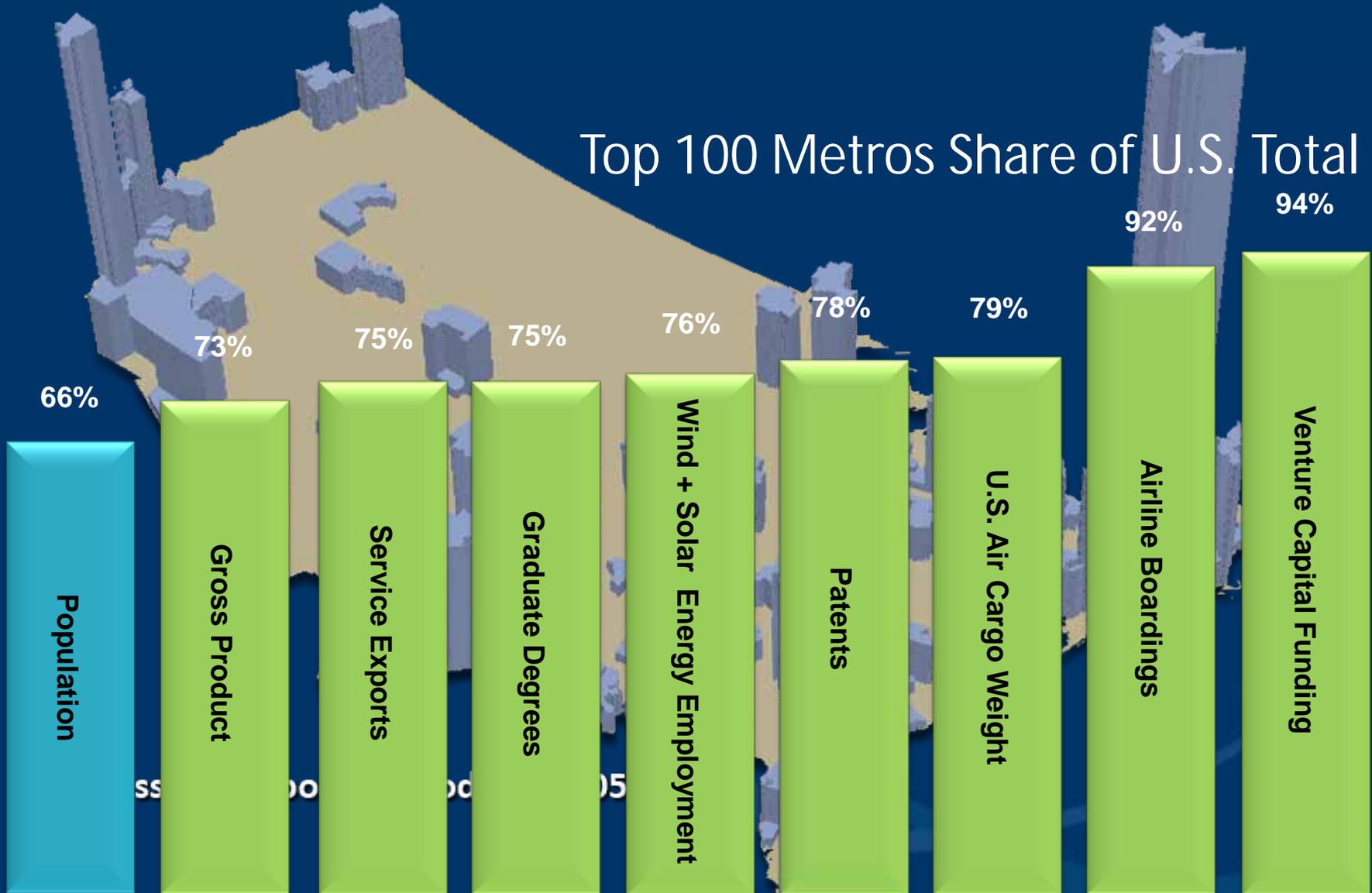
Ž An Ongoing Enterprise

Ž Enables “New Federalism”



Why Metros?

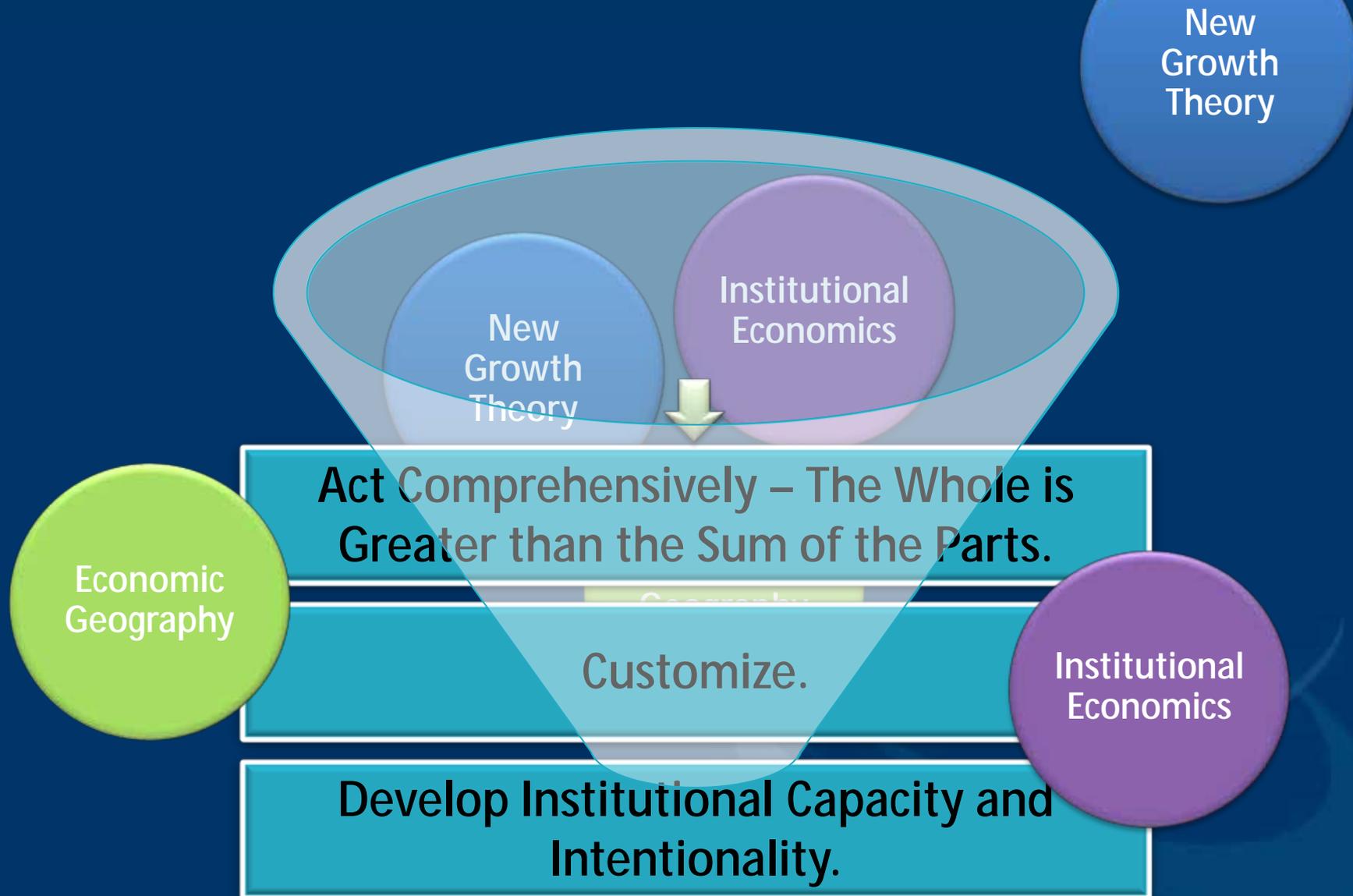
Top 100 Metros Share of U.S. Total

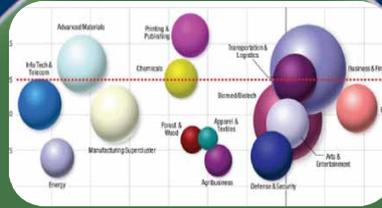


Sources: Brookings analysis of US Census Bureau, FAA, BLS, NIH, NSF, and BEA data; Brookings, ExportNation, 2010 (2008 data); Forthcoming research from Brookings and Battelle

What is it About Place that Affects Economic Performance?

Keys to Influencing Economic Performance?





Enhance
Regional
Concentrations

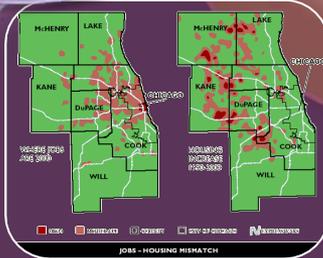
Create Effective
Public & Civic
Culture &
Institutions



Deploy
Human Capital
Aligned with
Job Pools



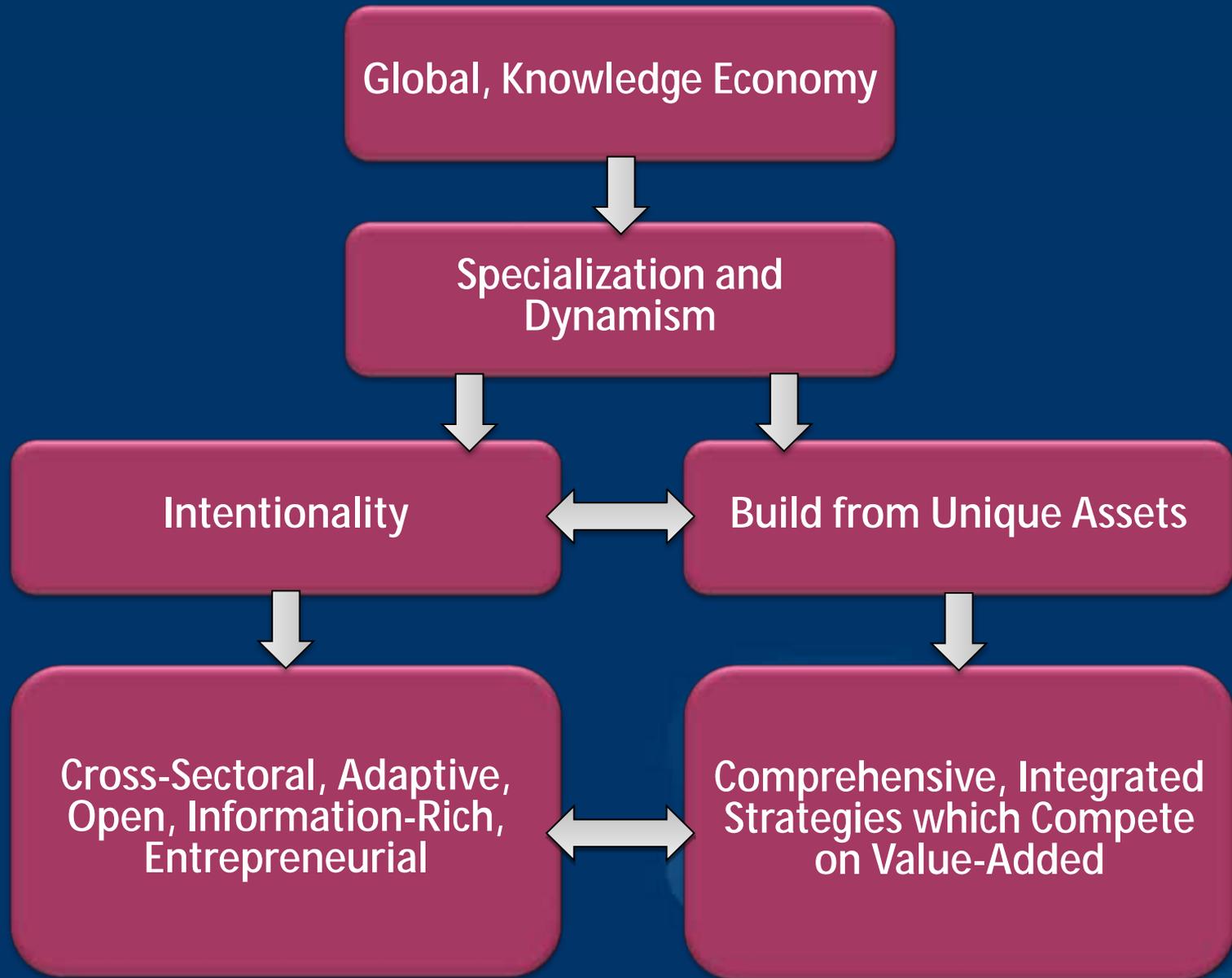
Leverage
Points
for Sustainable
and Inclusive
Prosperity



Increase
Spatial
Efficiency



Develop
Innovation-
Enabling
Infrastructure



Business Planning: A Proven Discipline for Comprehensive, Effective Action

- ✓ Identify regional assets/opportunities
- ✓ Develop customized strategies
- ✓ Turn strategies into concrete actions
- ✓ Build institutional capacity
- ✓ Execute

Metropolitan Business Planning

Regional Economy Mission and Vision

Market Analysis

Identify Strategies and Goals

Specify Products, Services and Policies

Operational Planning

Financial Planning

Performance Monitoring

Metro Business Plan Components

Strategic Overview

Mission/Vision

Market Analysis

Goals

Strategies

Lead Initiative

Products/Services

Operations

Financials

Performance



Metropolitan Investment Prospectus

Investment Opportunities and "Asks"

Projected Returns

Pilot Metro Business Planning Regions



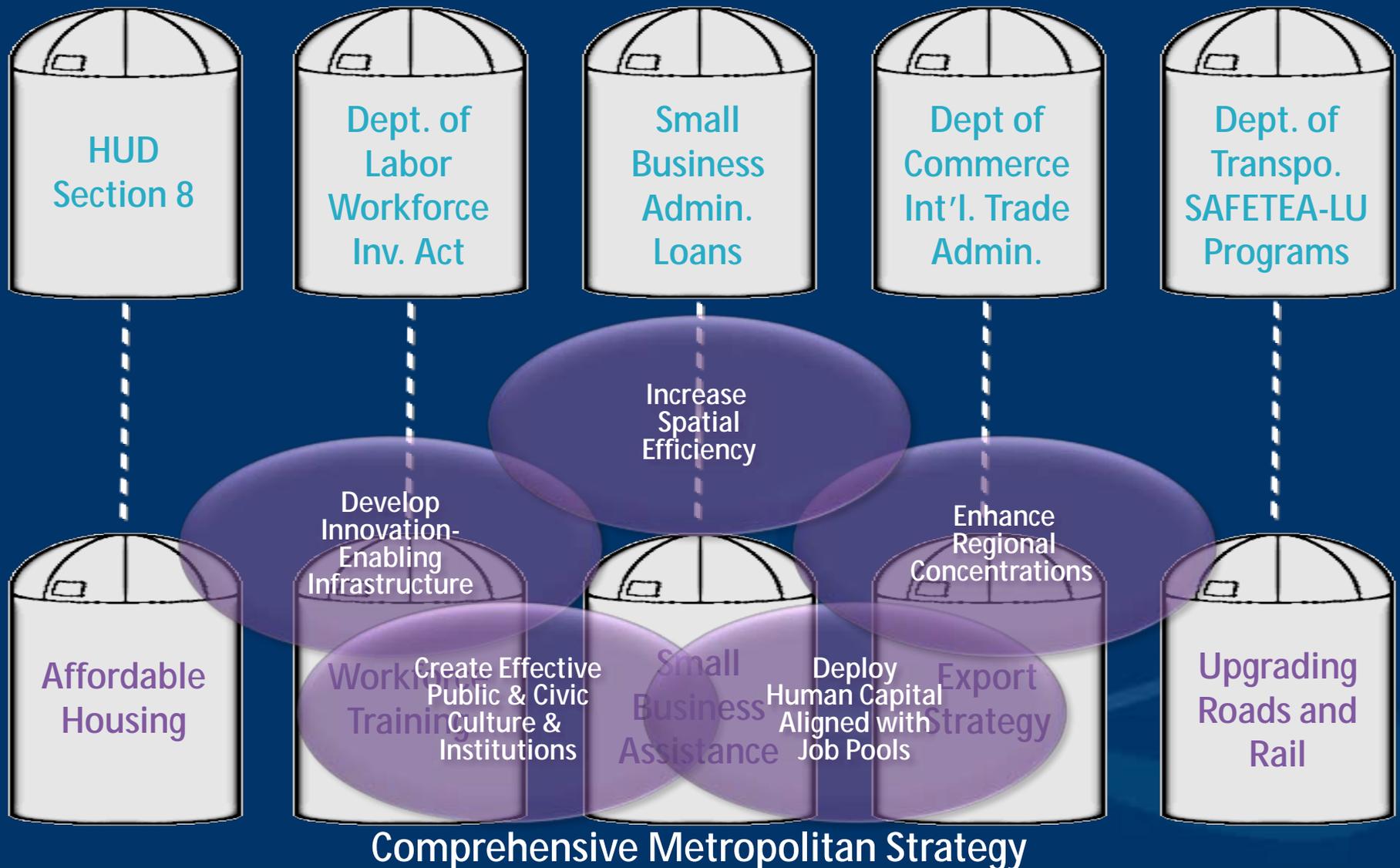
Northeast
Ohio

Puget Sound

Minneapolis-St. Paul



A New Economic Federalism



Integrated Investment by Federal Government, States and Others



DISCUSSION

**Regions Charting
New Directions:**
Metropolitan Business Planning

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