



**HELP  
WANTED**

“ WE HAVE A LOW  
UNEMPLOYMENT  
RATE.”



“ WE CAN'T HANDLE  
THE GROWTH  
WE HAVE.”



“ WE CURRENTLY  
HAVE A WORKER  
SHORTAGE.”



“ FASTER GROWTH  
WILL HURT OUR  
QUALITY OF LIFE.”

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# WHY INVEST IN ECONOMIC DEVELOPMENT IN GOOD TIMES?

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## IMPROVE COMMUNITY COMPETITIVENESS

Communities that don't invest in economic development when the economy is strong risk being unprepared when it slows down.

Strategies that help communities stay competitive in the long term include:

- Economic base diversification
- Strategic planning
- Infrastructure improvements
- Worker training and upskilling
- Disaster preparedness



## EXPAND THE PIE

A strong economy is the best time to invest in people and places for future payoff, and continue growing the tax base.

Strategies that leverage economic growth to expand opportunities include:

- Helping marginalized populations enter the workforce
- Helping businesses tap into diverse labor pools
- Helping entrepreneurs and small businesses start and expand
- Improving educational systems and offerings