

REGIONAL FOCUS & DEVELOPMENT

Regional Economic Development and Place Design



Why Regional Organizations Fail

Community Collaboration is not a natural state, and often competitive urges over tax revenue destroy collaboration.

Organizational - Often regional organizations do not have clearly designed ground rules that set a clear mission to focus the group.

Membership - Regional organizations struggle through turf wars and power struggles.

Why Regional Organizations Succeed

Communities are different. But, they are not so different that tremendous benefits cannot occur from effective collaboration.

- Develop a clearly understood decision making process and stick to it.
- Get stakeholders to agree on procedures and members roles.
- Run structured, transparent meetings.
- Provide members with job descriptions to clarify expectations and responsibilities.
- Create formal mechanisms to share information.
- Set aside social time for informal interaction to build relationships.

The Benefits of Regional Organizations

1. **Collaborative efforts** create lasting relationships built on trust.
2. **Participants** come to the organization with different resources.
3. **Regional organizations** help maximize political influence

Opportunities for Regional Collaboration in Place Design

- Communities should share information, including City Planners meeting together.
- Parks and green spaces should be connected regionally.
- Regional professional recruitment for education, medical and other professions
- Regional activities for young professionals.

Few areas of the state and nation are confronted with opportunity as rich and varied as the Central Texas/ Fort Hood region. Our strategy is to proactively create a place where talent wants to reside. We cannot reach our full potential unless we develop the will and the skill to work together regionally.

REGIONAL ECONOMIC DEVELOPMENT AND PLACE DESIGN

For reasons that are discussed in other reports in this series, our economy has shifted from one based on manufacturing to an economy based on technology and innovation.

Place design is not limited to individual communities. There must be a regional focus.

Greater Killeen Chamber of Commerce
 - Creation of Place Designs Team
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