

Regional Area Planning Matrix

This matrix is designed to help us recognize common themes, trends or issues that were identified in the various studies and plans that have been completed dealing with economic and community development in Fort Dodge and Webster County region. It is important to note that some of these studies only addressed specific areas of the community (these studies are denoted by an asterisk).

The scoring system used in this matrix is defined here:

- 1: A strength...** the plan recognized this factor as a community strength in regard to economic and/or community development.
 - 2: Not a real concern...** the plan noted that this factor exists but didn't identify it as a strength or weakness.
 - 3: Needs improvement...** the plan noted this factor needs some improvement or that this is a factor that needs to be address to improve economic and/or community development.
 - 4: A serious issue/concern...** the plan identified this factor as a real problem or a high priority in advancing economic and/or community development for the community and region.
- : The factor was not addressed in the plan**

Economic Development Factors	Envision 2030	R.A. Smith Study	Recreation Plan	Retail Analysis Report	Corridor Plan**	Cameros Downtown Plan *	Crosstown Connector Plan*	Ag Park Plan***	Marketing Branding Plan
Vital & Diversified Local Economy	4	3	-	3	3	3	-	-	-
Quality and Available Workforce & Labor Market	4	3	-	-	-	-	-	1	-
Workforce Diversity	4	4	-	-	-	-	-	-	-
Business Growth and Retention Activity	3	3	-	-	4	3	-	-	-
Entrepreneurship and Business Acceleration	4	4	-	-	-	-	-	-	-
Innovation and Creative Economy	4	4	-	-	-	-	-	-	-
New Business Recruitment Development	4	3	-	-	3	3	-	-	-
Available, quality Industrial Land – Sites	1	1	-	-	4	1	-	1	-
Infrastructure – Roads and Utilities	-	4	-	-	4	4	3	1	4
Targeted Industries Identified	-	1	-	-	-	-	-	1	-
Effective Community Marketing	3	-	-	-	4	-	-	-	4
Prospect and Lead Generation & Management	-	-	-	-	-	-	-	-	-
Civic & Government Collaboration	4	1	3	-	4	1	1	-	4
Attracting Government Funds for Development	-	-	-	-	-	-	-	-	-
Higher Percentage of Lower Income Families	4	4	-	4	-	4	-	-	-
Higher Percentage of High Income Earners	-	4	-	4	-	4	-	-	-
Education Level of the Workforce	-	-	-	-	-	4	-	-	-
Out Migration of Population	4	-	-	4	-	-	4	-	-
Ageing Population	4	-	-	4	-	3	-	-	-

Community Development Factors	Envision 2030	R.A. Smith Study	Recreation Plan	Retail Analysis Report	Corridor Plan**	Cameros Downtown Plan *	Crosstown Connector Plan*	Ag Park Plan***	Marketing Branding Plan
Community Image/Reputation	4	3	3	-	4	3	-	-	4
Quality and Prevalent Retail and Shopping	3	3	-	3	3	3	-	-	4
Appealing and Diverse Recreation	4	3	3	-	-	-	-	-	1
Appealing and Diverse Entertainment	4	4	-	-	-	-	-	-	3
Variety of Arts and Cultural Amenities	3	-	-	-	-	-	-	-	1
Attractive Community Appearance	4	4	3	-	4	3	4	-	4
Green, Sustainable, Environment	3	-	3	-	-	4	-	-	4
Vibrant Downtown Center	4	4	-	-	-	4	4	-	4
Quality Housing Options & Appealing Neighborhoods	3	4	-	-	-	4	3	-	-
Quality Parks, Trails and Green Spaces	3	3	1	-	3	3	-	-	-
Balanced Transportation System	3	3	-	-	4	-	4	-	-
Safe and Crime Free Community	3	3	-	-	-	-	-	-	4
High Quality Education	3	2	-	-	-	-	-	-	1
Quality Health Care	3	-	-	-	-	-	-	-	1
Community Investment Public and Private Funding	3	-	3	-	4	-	-	-	-

Notes:

- * Denotes the plan's observations are mostly related to the downtown district.
- ** Denoted the plan's observations are mostly related to the corridor area.
- *** Denotes that the plan's observation are mostly related to the Ag Park area