Proposal to the Town of Hinesburg with Assistance in the Development of an Economic Development Strategy

December 2013

Yellow Wood Associates is a consulting firm that specializes in rural community and economic development with a strong background in agricultural development. Yellow Wood offers a unique, trademarked process for strategic planning called You Get What You Measure® (YGWYM). YGWYM is a participatory process that is values-based and incorporates systems thinking. This approach has proven to be an effective technique to build consensus in a community around a set of goals and identify the most strategic places to focus attention and resources in order to make progress towards goals.

Task 1: Community Engagement / Identify Strategic Leverage Points

Yellow Wood will plan and facilitate a community engagement workshop to identify the strategic leverage points for up to five (5) goals drafted by the Economic Development Commission. In this 4-hour workshop, Yellow Wood will introduce the goals and the process for identifying key leverage points through a systems analysis. Each participant will choose the goal that is most meaningful to them and identify the indicator of progress (what needs to change to make progress toward the goal) and then participate in the systems analysis to identify which indicator(s) should be the focus in the economic development strategy. The groups will define the key words in the key leverage indicators which will provide further information for the development of strategies that make the most sense for the Town.

It is expected that the Town will provide the space for this meeting and do the outreach required for community participation.

Yellow Wood will provide a written summary of the community engagement workshop including, an introduction to the process, a list of attendees, all of the indicators identified (at least one per participant), the results of the analysis (key leverage indicators) and definitions of key terms.

Cost: $2,980 (includes $500 for refreshments and $200 for materials).
In kind donation: $2,000 (Melissa Levy's time)

Task 2: Draft Economic Development Strategies

Based on the results of the workshop and input from the Economic Development Commission, Yellow Wood will generate draft strategies for each of the economic development goals. Draft strategies will identify opportunities for alignment with current economic development activities in the town as appropriate and identify examples of successful strategies and/or actions related to each key leverage point.

Cost: $1,980
In kind donation: $800 (Melissa Levy's Time)

Total Cost: $4,960
Total In kind Donation: $2,800