

ECONOMIC DEVELOPMENT PARTNERSHIPS, ALLIANCES AND NETWORKS

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ECONOMIC DEVELOPMENT ALLIANCE FOR BRAZORIA COUNTY

REGIONALISM

- **NOUN – THE THEORY OR PRACTICE OF REGIONAL RATHER THAN SINGULAR SYSTEMS OF ADMINISTRATION, ECONOMIC, CULTURAL OR POLITICAL AFFILIATION.**

THE CONCEPT OF REGIONALISM

- **MANY TIMES, WE USE THE TERM “REGIONALISM” TO REPRESENT A BROADER CONCEPT - YET WHEN WE APPLY THE TERM TO ORGANIZATIONS RATHER THAN GEOGRAPHY, ALLIANCES, NETWORKS AND PARTNERSHIPS BEGIN TO EMERGE**
- **IN ECONOMIC DEVELOPMENT ORGANIZATIONS, THIS CONCEPT CAN CREATE HUGE BENEFITS TO ALL OF THE PARTIES THAT ARE INVOLVED**

City	Schools - Colleges	Financial Institutions
County	Workforce Organizations	Non-profits
State	Utilities	Chambers of Commerce



BENEFITS OF ALLIANCES AND PARTNERSHIPS

DIVISION OF RESPONSIBILITY

- **DIVIDE AND CONQUER**
- **ALLOWS ORGANIZATIONS WITH SPECIALIZED TRAINING TO HANDLE CERTAIN TASKS**
- **MORE PEOPLE MEANS LESS WORK FOR EVERYONE**

POOLED FINANCIAL RESOURCES

- **AGAIN – DIVIDE AND CONQUER**
- **USE TALENT FROM DIFFERENT ORGANIZATIONS**
- **SHARED PROGRAMS AND ADVERTISEMENTS**

COLLABORATION

- **PANDEMIC TOOK SOME OF THIS AWAY WITH ZOOM**
- **SITTING IN THE SAME SPACE CREATES DISCUSSION AND NEW IDEAS**
- **ALLOWS YOU TO BUILD STRONGER TIES TO THE COMMUNITY**



BUILDING EFFECTIVE ALLIANCES

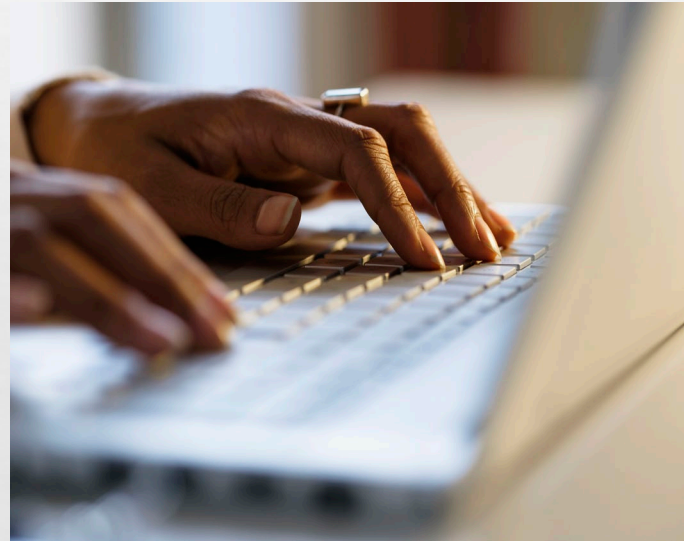
- **IDENTIFY COMMUNITY ASSETS**
- **CONNECT WITH LEADERS**
- **DEFINE AND PRIORITIZE**
- **BUILD AND STRENGTHEN RELATIONSHIPS**

IDENTIFY YOUR ASSETS

PEOPLE



SERVICES



LOCATION



NETWORK WITH LEADERS

ELECTED OFFICIALS



BUSINESS OWNERS



NON-PROFITS



DEFINE AND PRIORITIZE

- **BE CLEAR IN YOUR OBJECTIVES – DEFINE AND PRIORITIZE THE REASONS FOR CREATING THE ALLIANCE**
- **ENSURE YOUR OBJECTIVES ARE CONSISTENT AND COMPLIMENTARY OF THE OTHER PARTNERS**
- **RELATIONSHIP COULD BE SHORT SO CAPITALIZE WHEN YOU CAN**

BUILD AND STRENGTHEN RELATIONSHIPS

- **THINK OUTSIDE OF THE BOX AND LOOK BEYOND YOUR NORMAL SCOPE OF LEADERS**
- **BE CONSISTENT IN YOUR ATTENDANCE WHERE OTHER LEADERS ARE PRESENT**
- **ATTEND EVENTS YOU MAY NOT NORMALLY FREQUENT TO SEEK OUT LEADERS FROM DIFFERENT SECTORS OF THE COMMUNITY**

FINAL THOUGHTS...

- **IDENTIFY YOUR ASSETS**
- **DETERMINE YOUR DEFICIENCIES**
- **LOCATE THE RESOURCES THAT CAN HELP**
- **DON'T BE AFRAID TO ASK FOR HELP**




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