

# LEAP

## Local Economic Assessment Package

**LEAP is the award-winning system for regional and local economic development analysis. It is designed to diagnose local competitive position, identify target opportunities and design strategies to address weaknesses in cost, quality or availability of transportation systems, utilities, buildings, workforce and other economic development factors.**

**EDR-LEAP is the interactive, web-based version that addresses issues faced by economic development planners:**

- **Assessment** – It generates reports that enable economic developers to assess local strengths and weaknesses for attracting, retaining and expanding business activity.
- **Benchmarking** – It displays comparison of local performance & strengths/weaknesses against neighboring and competing areas.
- **Diagnosis** – It provides a unique capability to identify target opportunities for business attraction and critical factors that need to be addressed to make them possible.
- **Strategy** – It gives the basis for prioritizing economic development targets, and assesses the impacts of alternative policy changes on those target priorities.

### USES OF EDR-LEAP

- **Planning & Communications** - show profiles, leading sectors, regional comparisons, key drivers of growth
- **Comprehensive Economic Development Strategy (CEDS) Reports** – show area patterns, trends and gaps, identify struggling industries, barriers to growth, define targeting strategy
- **Agency Progress Reports** - show improving sectors & growth successes, benchmark performance relative to other areas
- **Barrier/Gap Analysis** - identify performance gaps, barriers and needs for improving workforce skills, market access, broadband, utilities, costs, taxes and infrastructure conditions
- **Policy Development** – define business attraction priorities, target direct growth opportunities, and develop industry cluster & supply chain strategies
- **Alternatives Analysis** – use “what if” analysis to assess impacts of investment in infrastructure, technology and workforce quality.

**LEAP has gained national awards and recognition for its unique capabilities:**

*Council for Community & Economic Research, National Award: Excellence in Support for Business Development*



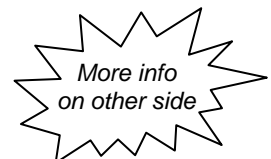
*Intl. Economic Development Council: Recognition for Excellence for Research Studies*



*Middle Georgia Regional Development Center: #1 in Review of Economic Tools*



**Special versions of LEAP are also available for Community Infrastructure Growth Planning and for use with the Transportation Economic Development Impact System (TREDIS).**



# KEY ELEMENTS OF LEAP

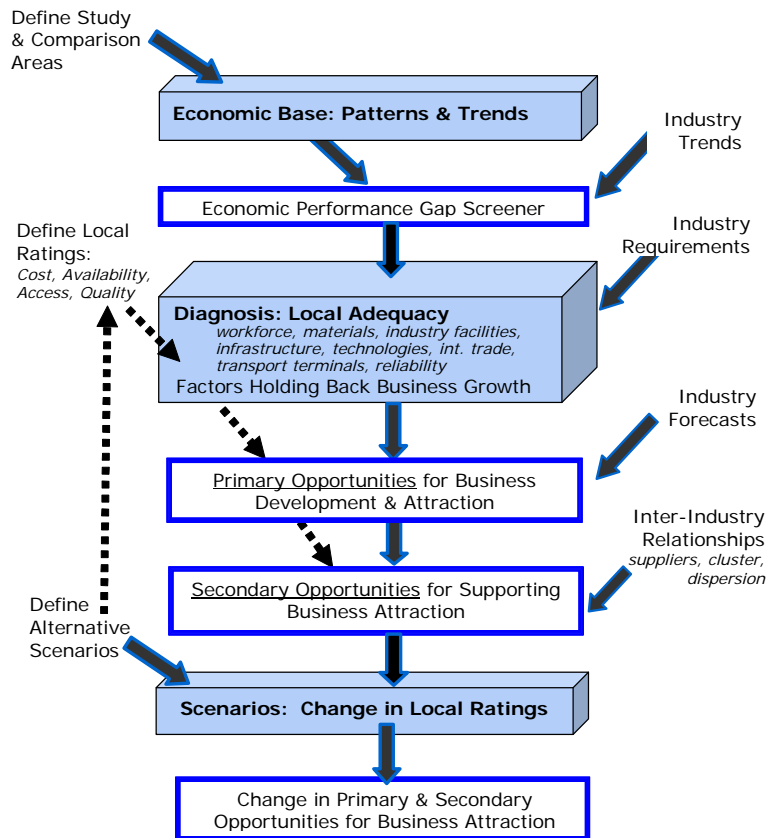
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**LEAP is designed around three modules:**

**Economic Base Assessment** – benchmark profiles of business mix and performance trends by industry, with comparison to surrounding areas to identify *leading & lagging industries*, and *local growth potential*.

**Targeting Diagnosis** – competitive strengths & weaknesses in terms of *cost* (utilities, housing, labor, taxes), *quality* (broadband, industrial parks, training) and *access* (to airports, highways, railroads). It identifies barriers constraining business growth & attraction, and potential business attraction targets.

**Policy Scenarios** – assess how changes in local conditions can affect the size and nature of potential future business attraction, helping you to prioritize future plans.



### LEAP – proven application and use for:

- Southern Tier East Regional Planning Development Board (NY)
- Northern Alabama Council of Local Governments (AL)
- Colorado Springs Economic Development Corp. (CO)
- Coosa Valley Regional Development Center (GA)
- Portland Metro (Council of Governments) (OR)
- Fort Drum Regional Liaison Organization (NY)
- SW Florida Regional Planning Council (FL)
- Middle Georgia Development Center (GA)
- Appalachian Regional Commission (TN)
- Northern Trust (British Columbia)
- City of LaPorte, Indiana (IN)

