

Part IV:

Performance Measures

In order to be able to determine if economic development actions recommended in this plan are effective in achieving the goals and objectives set forth in the plan, it is necessary to establish a system of performance measures.

Progress in achieving some goals may be easier to measure than others. Some benefits (such as increasing the number of jobs) can be objectively measured, while others (such as improving the quality of life) are more subjective.

This is the county's second economic development strategy in which performance measures have been included. Therefore, it may be desirable to start out by establishing a few simple, measurable goals rather than more elaborate and complex performance measures.

The health of a local economy is dependent upon the export of the output of goods or services from the local area to the larger outside world. The export function is of fundamental importance because it represents the "money earning" portion of the economy. This export sector can be based on tourism, agriculture, manufacturing, exported services, or any combination thereof. Jobs that produce goods or services for export are classified as "basic employment."

St. Clair County's economy has historically been characterized by a relatively large manufacturing sector. Jobs within the manufacturing sector of an economy are nearly always considered as basic employment. In many respects, past economic development efforts of the county have been focused on increasing the number of jobs in manufacturing. These efforts have generally been seen as having been successful. However, many of the newer industrial jobs have been in what are known as "second tier" supply firms that are not able to offer the type of higher industrial wage jobs common in the Metropolitan Detroit area. The county recognizes the need to have a strong, well-balanced economy with a diversity of employment opportunities for local citizens. This means diversifying from reliance on industrial employment and

broadening the county's economic development programs to include other sectors, such as tourism, wholesale trade, agriculture and knowledge economy related occupations.

Measures

For the reasons set forth above, the following measures will be used to judge the county's progress in meeting its economic development goals:

✓ **Industrial Parks**

An inventory of fully serviced lots in modern industrial parks, sufficient to meet the projected need for at least two years (estimated to be a total of at least 90 acres), will be continuously maintained at a variety of locations throughout the county.

✓ **Speculative Industrial Buildings**

An inventory of one or more speculative industrial buildings that are ready for immediate occupancy by prospective employers will be continuously maintained.

✓ **Air Industrial Park Improvements**

The county will bolster the Air Industrial Park as a prime location for light industry and air-oriented firms by extending public sewer service to the park and resurfacing internal roadways that are in disrepair. The county will seek grant funding from U.S. EDA or other appropriate sources for a portion of the cost.

✓ **Higher Wage Manufacturing Employment**

The county will expand the availability of higher wage manufacturing employment by attracting a new “**first tier**” automobile industry supply firm by 2012, further strengthening its reputation as a good location for automotive suppliers.

✓ **Diversification of Manufacturing Employment**

Further diversification of the county's manufacturing employment base and an increase in average industrial wages will be obtained by attracting a “medical goods” or “advanced manufacturing” employer by 2012.

✓ **Professional and Technical Employment Attraction**

By 2010, a comprehensive study of the “brain drain” and out-county commuting phenomenon will be completed that includes an action plan for attracting additional professional and technical level employment to the county and further diversifying the county's economic base and generating more high-wage jobs.

✓ **Agricultural Land Preservation**

The county will continue to promote its Purchase of Development Rights Program while garnering local community support and participation in the program.

✓ **Tourism Study**

By 2010 a comprehensive study of the tourism sector of the economy will be completed that includes written goals and objectives, and an action plan listing specific steps that can be undertaken to increase employment in the tourism sector.

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