

# Growing Taylor



**Economic Development  
Project Set-Up Book  
November 2003**

# Introduction

The City of Taylor has hired an Austin based consulting firm, **AngelouEconomics (AE)** to lead a five-month economic planning process. The first step in this venture is the project set-up phase, which includes this set-up book and a Web site dedicated to communicating project process, reports, and successes. This set-up book provides an overview of the Taylor economic development and marketing project.

The objective of this project is to provide a roadmap for creating a strong environment for economic growth in Taylor.

Here, you will gain an understanding of the project scope, expectations, stakeholders, and timeline.

In this first phase, AE is kicking off an internal marketing campaign to get the community energized about Taylor's future. During the upcoming months, AE will lead Taylor leaders through an evaluation of its unique attributes and opportunities.

We would like to hear your insights, opinions, and suggestions, and look forward to working with you to build upon Taylor's success.

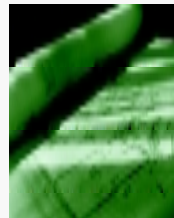
Please visit our project Web site, [www.GrowingTaylor.com](http://www.GrowingTaylor.com).

# Who is AngelouEconomics?

AngelouEconomics is an economic development consulting firm focused on the needs of technology-driven firms and the communities that seek to attract and nurture them. We help communities grow through providing services such as:

- **Economic Development**
- **Target Industries**
- **Site Selection**
- **Branding, Marketing, and Business Development**
- **Analysis and Forecasting**

Please visit us on the Web at: [www.AngelouEconomics.com](http://www.AngelouEconomics.com).



# Project Scope – Five Phases

## 1. Project Set Up

Sets the tone for the strategic planning process by defining the expectations, goals, and methodology of the economic project. Launch the project Web site. The project kick-off event is December 5, 2003 .

## 2. Historical Development Analysis

Review past reports, identify current economic conditions, gather input, and provide a baseline to measure future potential. Input will be gathered by conducting interviews, surveys, and focus groups. Taylor will receive a report summarizing findings.

## 3. Economic Base Analysis

This report will provide an economic base covering an industry assessment, barrier analysis, SWOT analysis, and impact study of the County Park.

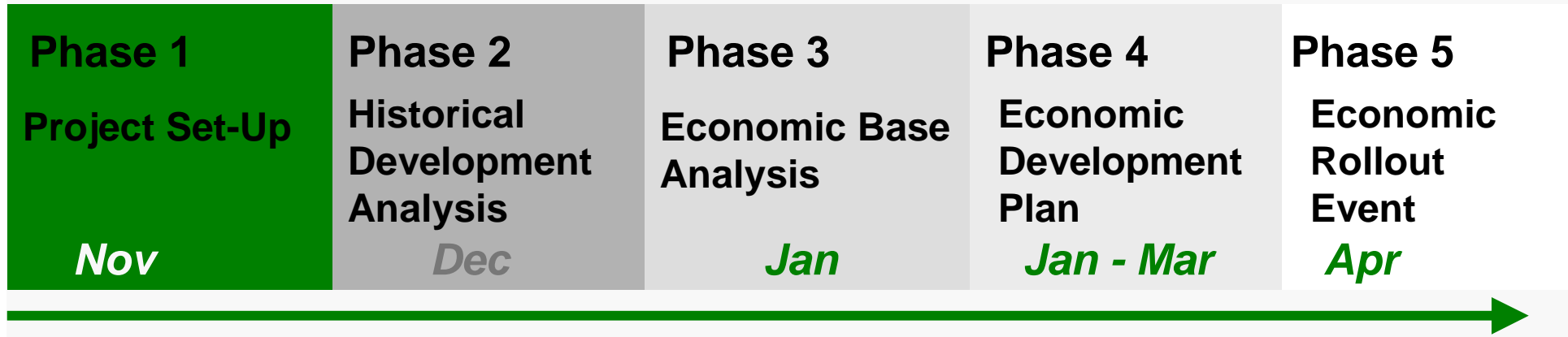
## 4. Economic Development and Marketing Plan

This comprehensive report will have three section: economic development (ED), marketing and public relations, and a five-year action plan. The ED section will cover business climate, infrastructure, workforce development, Main Street, and quality of life factors.

## 5. Economic Rollout Event

The rollout event will unveil the final ED and Marketing Plan. The City of Taylor will sponsor this event. AE will present. The entire community is invited. Media interviews will be held.

# Project Timeline



## How can you get involved?



- **Let John Nelson, with Taylor EDC, know you are interested**
- **Send your ideas to Sean Garretson, AngelouEconomics**
- **Check back often to the Web site for the latest news and reports**

# Project Responsibilities



The **AngelouEconomics**' consulting team will work closely with The City of Taylor and the Project Advisory Committee throughout the project.



- Oversees project
- Gathers input
- Analyzes data
- Provides reports
- Identifies target industries
- Creates final recommendations



- Provides data and research
- Identifies community stakeholders
- Organizes meeting agendas
- Communicates to the community
- Distributes project material
- Identifies “champions” to implement final recommendations

## Project Advisory Committee

- Ensures that AE focuses on critical issues
- Assists in identifying stakeholders
- Participates in focus group studies
- Activates internal marketing
- Reviews all deliverables and provides insights

# Project Contacts

## City of Taylor

John Nelson

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**TAYLOR**  
ECONOMIC DEVELOPMENT CORPORATION



## AngelouEconomics

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## *Project Team*

Angelos Angelou, Principal

Travis Warziniack, Research Manager

Kristin Boyd, Marketing Assistant

# Thank you

**AngelouEconomics** thanks you for your time and interest in this initiative.

We look forward to working with the City of Taylor again.

Please feel free to contact us if you have any questions or to provide input.

