

## ***Economic Development Strategic Planning***

Monday August 16, 2021



### **Instructors:**



***Larry Vaupel, Director of Tourism Management  
Big Bear Lake***

Larry Vaupel serves the residents and vacation rental owners of Big Bear Lake as their Director of Tourism Management. He and his team of seven dedicated professionals manage the Vacation Rental Program that includes than 2,600 vacation rentals. Larry and his Golden Retriever (Nala) enjoy all the outdoor activities that come with living in Southern California's 4-Season Resort Community. Larry has worked in both the private and public sectors in the fields of city planning, real estate development, and economic development and has served a diverse mix of urban, suburban, and rural communities. Larry earned his B.S. in Government from Liberty University and an MPA and Ph.D. in Public Administration from Northern Illinois University.



***Doug Svensson AICP, President  
Applied Development Economics***

Doug Svensson is a planner and economist with more than thirty-five years' experience in economic development. He has been a Principal at Applied Development Economics (ADE) since 1987 and its President for the past 18 years. Mr. Svensson has prepared economic strategic plans for communities throughout California and the western United States. He has worked with small communities in rural economies, helping them to build on their agricultural and resource base as well as networking with regional efforts for economic diversification. He has also worked with many cities in urban metropolitan areas to distinguish their economic niche and thrive in a competitive environment. Mr. Svensson has completed a number of regional industry cluster strategies and labor market studies, ranging from agricultural industries to communications and health care. He is also an expert in fiscal impact analysis and prepares public financing plans for economic development projects. ADE has received 16 awards for its work from state and national organizations including CALED, APA and IEDC. Mr. Svensson obtained his bachelor's degree from the U.C. Santa Barbara, where he was a Regent Scholar, and he holds a master's degree in city and regional planning from the U.C. Berkeley. He is a member of the American Institute of Certified Planners.

## Course Description:

This advanced course in economic development strategic planning will explore this topic in theory and practice. Course instruction will include a review of the importance of strategic planning for economic development, technical tools, studies, data collection, and analysis to assist in developing strategies. How to engage stakeholders to support implementation of desired plans and techniques used to monitor progress of implementation and measurement of plan effectiveness will also be covered in this course.

## Course Core Competencies:

- Understand the importance of strategic planning for economic development
- Review of the types of technical studies, data collection, and analysis that may be included in a comprehensive strategic planning processes (e.g. SWOT analysis, target industry/cluster analysis, real estate market projections, employment data, consumer expenditures, retail leakage, business climate and quality of life)
- Stakeholder engagement and consensus building and understanding the importance of maintaining a culture of inclusion
- Defining vision, goals, objectives and measurable action items
- Organizational structure (including external partnerships and alliances) to support effective implementation
- Monitoring implementation, celebrating success, and defining appropriate measurement metrics

## Student Outcomes:

After successful completion of this course, students will have:

- An understanding of the importance of the strategic planning process for economic development
- A working knowledge of the tools and techniques to implement a strategic planning process, including community systems building, data collection approaches and developing a culture of inclusion
- Acquired the skills to develop vision, goals and strategic objectives in a plan and understand the approaches used to support the strategic planning process for effective implementation including monitoring and measurement tools to track progress

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