



What can Poulsbo do to recover and
reinvigorate our business community?

Business Recovery Covid-19

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Based on a document by F. Miller- 04/16/2020

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The Formation of the Community Task Force

1. Organize the group: we start with a small key group of community members. The goal of this group is to lay the groundwork for economic revitalization.
2. Begin to define the problem: No problem stands alone. Problems are always interrelated to other problems. Define our problems in the light of what would be needed for a total solution. Turn Poulsbo back on!
3. Prepare a list of all economic development resources. Our goal is to list these for everyone to use, so they can readily access the resources.
4. Contact as many of these organizations as we can and build a database of what services are available to everyone.
5. Think globally, interact regionally, and act locally. Concentrate on what we can change.

How the Task Force Will Operate

1. Decide how we are going to finance our organization. How much can be done by volunteers?
2. Get public input and build consensus on our problems.
3. Redefine our list of problems after community input. Then prepare the list of problems in the order the task force agrees are urgent. Prioritize. The top few problems will become our immediate goals and the rest become long term objectives.
4. Prepare a list of community resources. This should be a brainstorming session. No idea is stupid. How can we address each problem? What resources do we need?
5. Prepare a list of all sources of personal, business, and public income to the community. This list will include all employers, both private and public, retirement incomes, transfer payments, welfare, and other sources of personal income. Public income will be taxes, transfer payments, grants, and other entitlements. Business income sources will be retail, services, manufacturing, recreation, industrial, and other sources. The task force must clearly identify all sources of money coming from the outside into the community. It is this external income that drives our internal economy.

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Action Concepts:

- **Retention:** This is the process of helping to keep the industry, business, and economic activities we have.
- **Social, Educational, Community Awareness:** This is the process of improving the town we live in through having better educational facilities, better housing, lower crime rate, community awareness, and similar areas of concern. This is often part of a recruiting effort.
- **Creation:** This is the effort to develop local entrepreneurs who will start businesses. This effort ranges from technical assistance to peer support groups.
- **Recruiting:** This is the effort to attract outside firms to locate to our community.
- **Recreation and Tourism:** This is the effort to develop local resources as to attract tourists. Recreational efforts range from targeting day use populations from local urban areas to efforts to become a destination resort.
- **Infrastructure:** This is the effort to provide community services, building sites, sewer, water, and other services so that the community can handle growth.
- **Build it and they will come:** This is the effort to build, often with public money, business or industrial sites for sale or rent in order to attract business or industry. Often low rates are offered as an incentive.
- **Incentives:** Monetary incentives offered by States and communities to expanding businesses, recruited businesses, and sometimes to retain businesses. These range from cash payments to tax breaks. Incentives vary greatly between States and communities.
- **Lifestyle:** This is recruiting by selling the good points of a community. Rural communities often market the safe and low stress lifestyle along with the natural beauty of the rural setting.
- **Leakage:** This is the effort to bolster the internal economy of a community by combating buying patterns where residents purchase goods and services outside the community such as in urban malls or through the internet. This may include downtown revitalization

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programs such as walkable down towns, historic districts, and similar efforts to rebuild downtown cores. Customer service training may be a part of stopping leakage.

- **Planning:** This is the process of setting economic objectives, each player's part, and the method to achieve those objectives.
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- 2. Based on the needs we have identified, our resources, and the method we choose, we would now initiate plans and committees to carry out those plans.
- 3. Limit our projects to a realistic number based on our organization and its budget.
- 4. Use consultants if/when possible. Some are free through universities, government, or other development agencies.
- 5. Likewise, try to find other communities like ours and see what has really worked.
- 6. Put our programs in motion. **Quit talking and start doing.**

DRAFT