# Incentive Targeting: Who Benefits?

## Reflecting Community Priorities in Economic Development Practices

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NCSL ROUNDTABLE ON EVALUATING
ECONOMIC DEVELOPMENT TAX INCENT

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# How can state and local governments adapt their economic development efforts to be more responsive to community goals?

**Determine** ➡ **Design** ➡ **Evaluate**

The Fresno DRIVE Initiative is a 10-year investment plan to develop an inclusive, vibrant, and sustainable economy for residents in the greater Fresno region.

Three essential components of fostering inclusive and sustainable economic growth:

NEIGHBORHOOD DEVELOPMENT

HUMAN CAPITAL

ECONOMIC DEVELOPMENT

Together, we envision an inclusive, vibrant and sustainable economy so all residents can move from poverty to prosperity.

What We Do

Our Priorities

We don't just support Atlanta, we support you.

Upper Cumberland Development District

# Designing responsive programs

Recognizing the necessity of interconnected people- and place-based strategies

- Holistic, wide-ranging
- Long-term
- Equitable and inclusive
- People, place and governance – as well as business

Committing time and resources for responsive program design and implementation

- Resources for the entire process
- Supporting service delivery and capacity building
- Respect people's time and expertise

# Evaluating with community priorities in mind

## Seeking "just-right" metrics

- Community goals vs. program impacts
- Inspirational goals, shoestring budgets

## Data access and availability

- Can you get data for what you want to measure?
- Who is doing all this work?

## Reporting

- Avoid both promotional and punitive reporting
- May need to look beyond dashboards and KPIs

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