



## **STERLING MASTER PLAN - PHASE 1**

### **Economic Development Discussion Questions**

July 19, 2018

- What does “economic development” mean to you? What is it comprised of, how should it be measured, and how should it be evaluated?
- What is your vision of Sterling’s economic future? Imagine Sterling at its very best in terms of employment, prosperity, adequate facilities and services, and a good quality of life. What does that look like?
- How many of you own a business in Sterling? How many of you work for an employment establishment located in Sterling?
- What is Sterling doing well that supports and enhances economic development?
- What makes Sterling attractive to small businesses, and where – what parts of town – tend to be conducive to small business activity?
- If someone wants to bring a new business in Sterling, where should that person start? Who should the business owner start with at town hall? In the community?
- Is there a regional consensus on development issues facing Sterling’s region today? (And how should we define “region” for economic development purposes?)
- Considering the employers already located in and around Sterling, what kinds of businesses do you think are most likely to thrive here? Why?
- Are there any issues finding employees to fill jobs in Sterling? Are you aware of any concerns with skill gaps, education, workforce preparedness?
- Are the infrastructure, resources, and services in Sterling adequate for present and future employment base growth? Any concerns? Are there are other barriers to growth and development?
- How could Sterling improve on its existing efforts that would help to retain existing employers or attract new ones?
- How many of you would recommend Sterling as a place to live? How about as a place to operate a business?
- What non-economic factors might be important in the development process in Sterling?