

WRDC Community-Business Matching Model

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BACKGROUND

- The WRDC-CBM model is a derivative of the original CBM model developed at the University of Vermont by Catherine Halbrendt-Chang.
- WRDC Participants:
 - Montana
 - Hawaii
 - Nevada

BACKGROUND MODEL DEVELOPMENT

- Numerous studies use regional economics tools of location quotients, shift-share, input-output, etc.
- Others suggest incorporation of non-economic variables.
 - Unfortunately some studies not rigorous

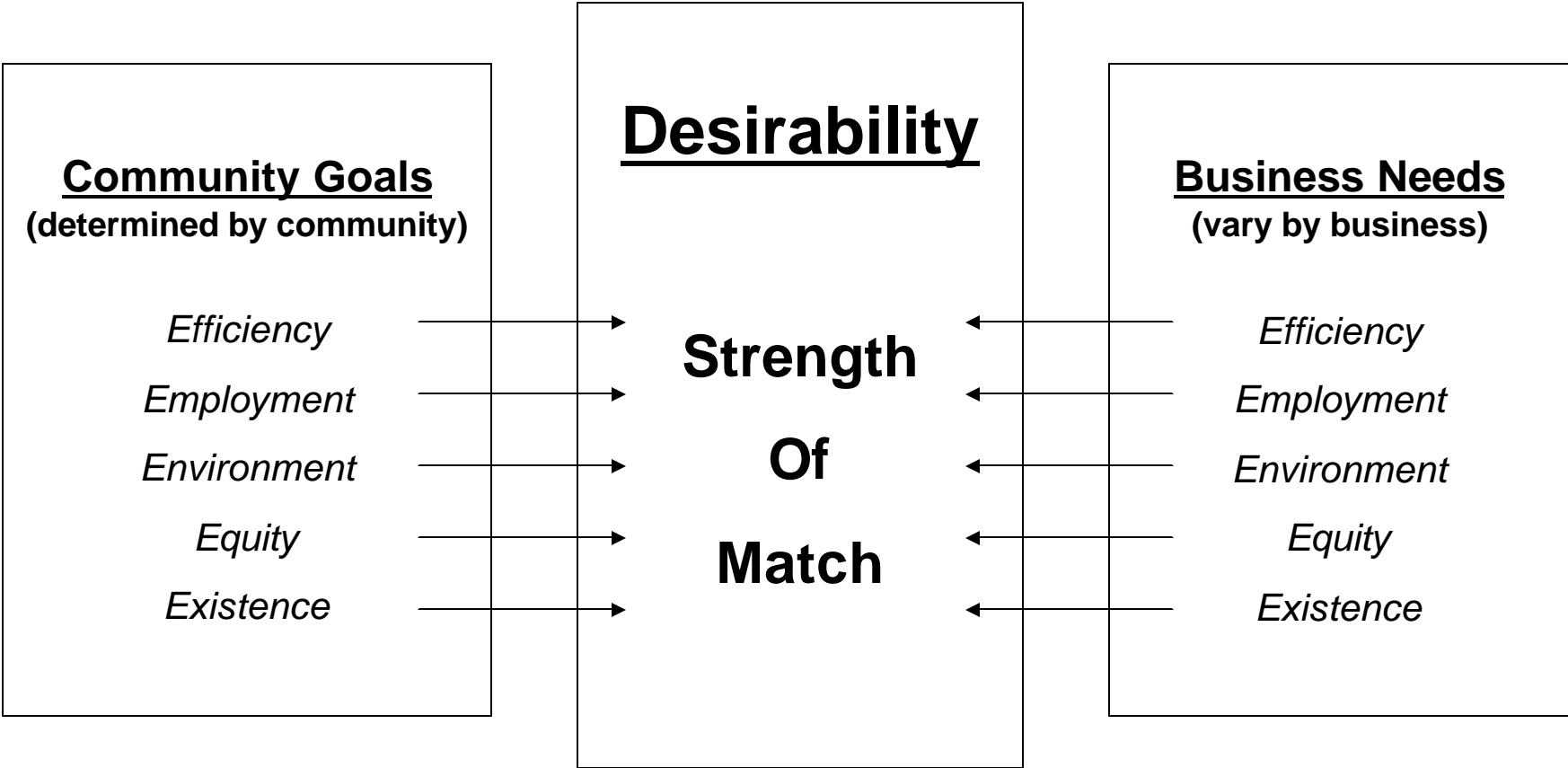
UNDERLYING OF CBM

- Involvement of community leaders is crucial
- It is important to incorporate environmental and social aspects of economic development
- CBM acknowledges trade-offs considering multiple goals.
- CBM employs sound quantifiable measurements to conduct matching process

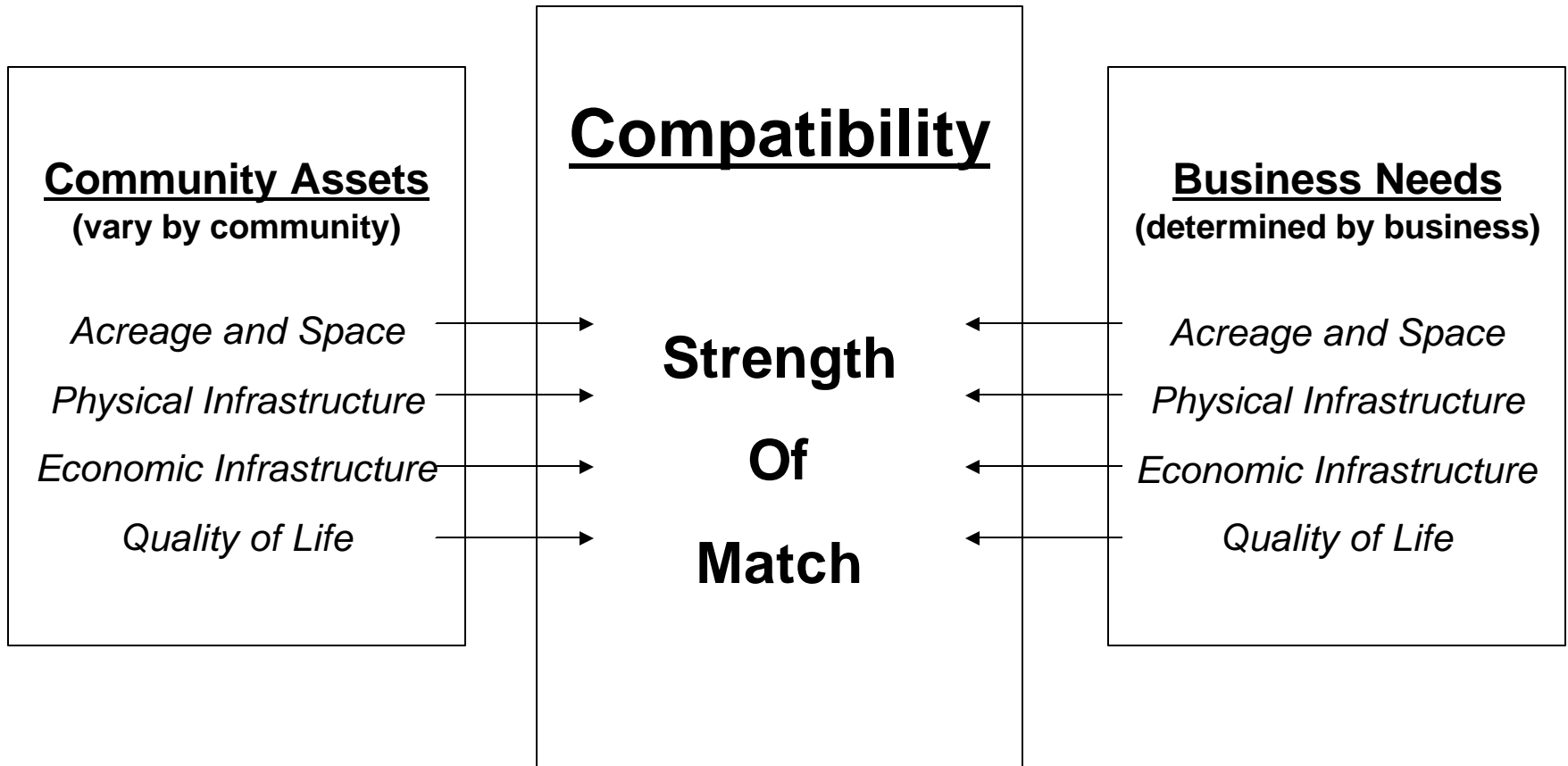
TWO MEASURES OF THE CBM MODEL

- *Desirability* measures how likely a business is to meet community goals.
- *Compatibility* measures how likely the business is to locate in the community.

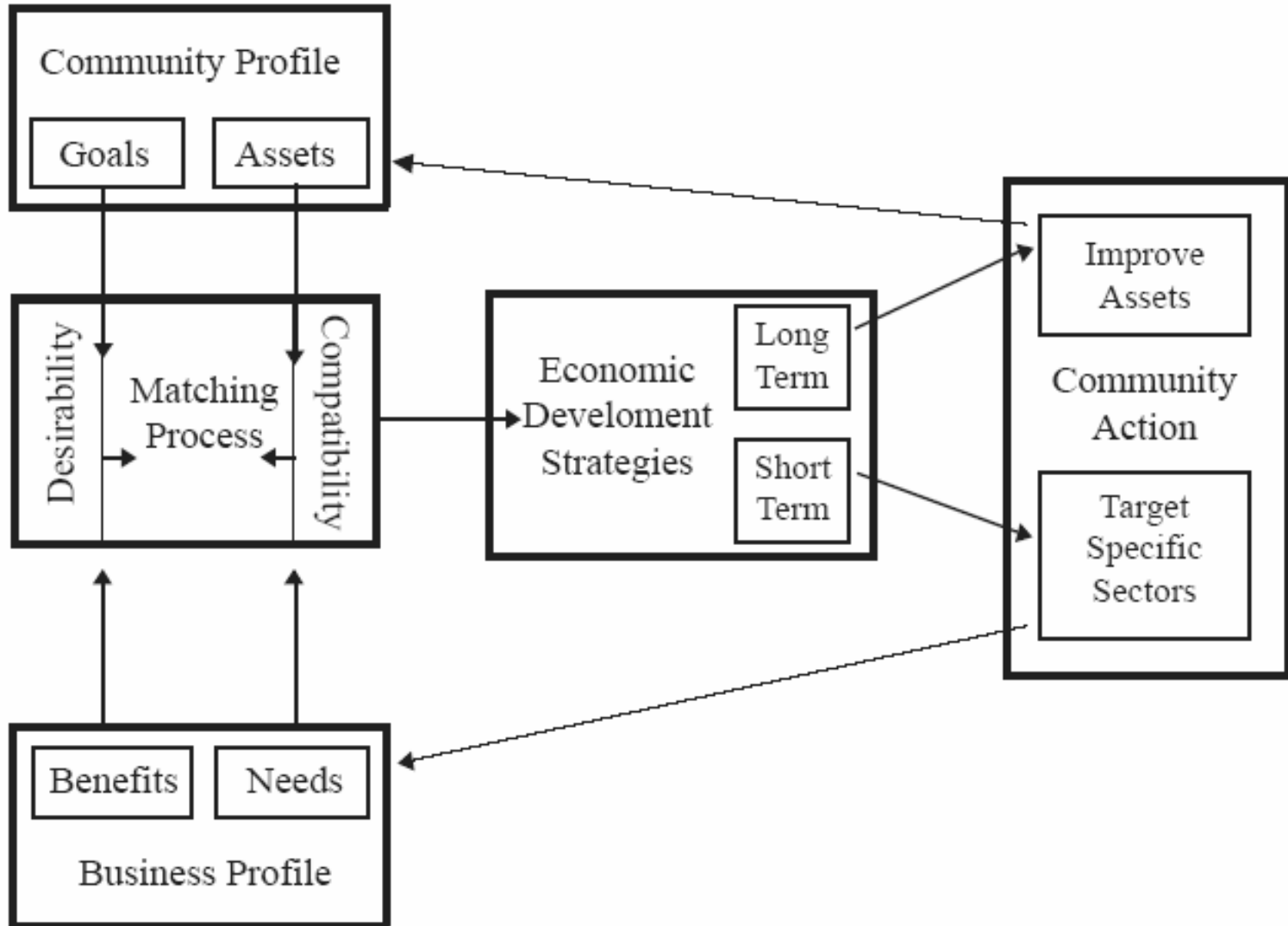
DESIRABILITY FRAMEWORK



COMPATIBILITY FRAMEWORK



CBM FRAMEWORK



DESIRABILITY AND COMPATIBILITY

- In short run, communities can attempt to attract investment in highly “Compatible” sectors.
- “Desirability” score equips the community with negotiation power
- In long run, an examination of the components of the “Compatibility” scores can reveal “assets” for investment.