



The Northeast Regional Center  
for Rural Development

# Industry Targeting Workshop

The Northeast Regional Center for  
Rural Development, Penn State University,  
in collaboration with Regional Project NE 1011  
and the Rural Policy Research Institute

Airport Holiday Inn Select  
Orlando, FL, December 2-3, 2004

# Workshop Objectives

- Is industry targeting a viable tool for rural communities? If so, how?
- What is the role of local entrepreneurship?
- How do clusters form, maintain themselves?
- What are the research needs, Extension opportunities? All clusters are local
- Private sector developments

# Workshop Products

- Web-published proceedings of papers
- Peer-reviewed edited book (Norm Walzer)
- An Extension “How To” Manual
- A series of grant ideas and applications

# Workshop Agenda

- Day 1
  - Paper presentations (3 sections)
  - 20 minutes each, quick Q&A, longer discussion after all papers in each section have been presented
  - Discussion: what are implications, next steps
- Day 2
  - Discussion continues: next steps... who does what and by when?

## ITIC: Need for educational efforts

- Pennsylvania's Industry Targeting and/or Clustering strategy
- Use employment vs. establishment numbers?
- Industry clusters do not stop at state or county borders (limitation of LQs)
- Industry clusters → targeting?

# OVERVIEW OF PAST TARGETING STUDIES

Tom Harris

University of Nevada, Reno

# TYPES OF INDUSTRIAL TARGETING STUDIES

- Input-Output Procedures
- Location Econometric Models
- Multi-Objective Procedures

# INPUT-OUTPUT STUDIES

- Tom Johnson
  - Footloose
- Barkley and Henry
  - Export Enhancement and Import Substitution
- Deller
  - Import Substitution

# INPUT-OUTPUT STUDIES

- HUGHES
  - Data of IMPLAN Data
- WOODS
  - Sectoral Exports and Imports

# ECONOMETRIC LOCATION MODEL

- Goode and Hastings
- Leatherman
- Harris

# SPATIAL ECONOMETRICS

- Gibbs and Bernat
- Goetz, Shields, and Wang

# MULTIOBJECTIVE MODELS

- Cox et al. – Analytical Hierarchy Procedures
- Community-Business Matching Model