

## **Community Business matching Model Approach**

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### **Abstract:**

Community economic development often involves tradeoffs among economic and community goals. Many issues must be addressed as a community examines the possible tradeoffs. These issues may be difficult to quantify and discuss because they are complex. A framework to assist communities to examine their goals and identify desirable tradeoffs is the primary objective of the Community Business Matching model (CBM). A community can use CBM to prioritize their goals and identify the assets they have to help them achieve their goals. The CBM fits these goals and assets to business profiles in order to ascertain which economic development perspective reflects the desires of the community. The two primary indicators of the CBM model are desirability and compatibility. Desirability measures how likely a business is to meet the goals of the community. On the other hand, compatibility measures how likely the business

is to locate in the community or how much do community assets meet the demands of the business. By simultaneously solving for desirability and compatibility, the community can more effectively target desired business.