

# THE TEN COMMANDMENTS FOR ECONOMIC DEVELOPMENT



## Introduction

The DaVinci Code is a popular thriller these days that uses anagrams, the universal proportion known as phi, and a number of other puzzles to unravel a secret society and murder among many other things. Wouldn't it be great to be able to use a handbook of codes to come up with the magic formula for, let's say 10,000 family wage jobs?

Fortunately, successful economic development does not require the understanding of a complex code or following the next economist's fad. It merely requires the basic rules of preparing your community. Just as many individuals live their lives by a set of rules or commandments that will take them to a better place, communities can now do the same.

The "Ten Commandments for Economic Development" provides the base rules that a community must follow in order that its citizens and next generation can live in a better place. Creating jobs, raising incomes, expanding local businesses, increasing the tax base, avoiding obsolescence and revitalizing the community can all be accomplished by following the "Ten Commandments for Economic Development."

Dr. Maury Forman, the Director of Education and Training for the Washington State Department of Community, Trade and Economic Development presented these "Ten Commandments" in a speech he gave to economic development professionals in one of his many motivational and insightful presentations around the country. Two time Pulitzer Prize winner for editorial cartooning, David Horsey, lends his wonderful touch to capture the universal wisdom about how these basic principles and actions have created jobs since the earliest of times.

These ten rules distill years of practical experience working with communities large and small all over the country. In fact, these "Ten Commandments" are so basic and universal that some will surely question whether they have over simplified and ignored the complexities of creating the kind of jobs we want our kids to have. Surely there must be something besides taking actions such as building infrastructure and supporting entrepreneurs?

For those individuals, they can lose themselves in the quest for the magic code, anagram or puzzle that leads to the answers that create a healthy community. But for the economic development practitioners that follow these "Ten Commandments", they will soon discover a place of blissful happiness and sustainable job creation.

1. Thou shalt remember thy economic development plan and keep it flexible.
2. Thou shalt fill the land with new value.
3. Thou shalt teach and train for a highly skilled, adaptable, and creative workforce.
4. Thou shalt continually assess thy existing markets.
5. Thou shalt invest in citizens and communities strategically.
6. Thou shalt encourage innovation
7. Thou shalt recognize thy assets and build upon them.
8. Thou shalt create transportation systems that ignite economic growth.
9. Thou shalt seek out global opportunities.
10. Thou shalt honor vibrant communities that improve the quality of living.