

360 Group Survey

Please answer the following questions, then fax to 269.925.0288 or mail to:

SWMPC
 185 E. Main Street, Suite 701
 Benton Harbor, MI 49022

If you have any questions, please contact Elizabeth Luther (luthere@swmpc.org, 269.925.1137 ex. 13)

(1) Did you attend the 360 Group meeting on March 1, 2010?

- Yes
- No

(2) What type of organization(s) do you represent? *(Check all that apply)*

- Private business
- Nonprofit Organization
- Local Government
- State Government
- Chamber of Commerce or Economic Development Organization
- Education
- Other _____

(3) What is the geographic area of greatest interest to you and your organization?

- One Municipality
- Several Municipalities
- One County
- School District
- Three County Region of Berrien, Cass and Van Buren Counties
- A larger portion of southwest Michigan, possibly including Grand Rapids or Kalamazoo
- Other _____

(4) How important are the following characteristics to the cultivation and development of the regional economy? *(Please circle just one for each characteristic listed.)*

	Irrelevant	Not Very Important	Neutral	Somewhat Important	Very Important
a. Land Use Patterns (i.e., natural & built environments)	1	2	3	4	5
b. Social, Physical and Cultural Health	1	2	3	4	5
c. Quality of Education (K-12 through workforce development)	1	2	3	4	5
d. Frequency & Degree of Public/Private Partnerships	1	2	3	4	5
e. Economic "Gardening" and Development	1	2	3	4	5

(5) How important are the following characteristics in determining the quality of life in our region? *(Please circle just one for each characteristic listed.)*

	Irrelevant	Not Very Important	Neutral	Somewhat Important	Very Important
a. Land Use Patterns (i.e., natural & built environments)	1	2	3	4	5
b. Social, Physical and Cultural Health	1	2	3	4	5
c. Quality of Education (K-12 through workforce development)	1	2	3	4	5
d. Frequency & Degree of Public/Private Partnerships	1	2	3	4	5
e. Economic "Gardening" and Development	1	2	3	4	5

(6) How important are the following characteristics to your organization's mission and objectives?
 (Please circle just one for each characteristic listed.)

	Irrelevant	Not Very Important	Neutral	Somewhat Important	Very Important
a. Land Use Patterns (i.e., natural & built environments)	1	2	3	4	5
b. Social, Physical and Cultural Health	1	2	3	4	5
c. Quality of Education (K-12 through workforce development)	1	2	3	4	5
d. Frequency & Degree of Public/Private Partnerships	1	2	3	4	5
e. Economic "Gardening" and Development	1	2	3	4	5

(7) We would like to arrange informational and educational presentations for future 360 Group meetings.
 Please rank the following presentation topics by level of importance to you and your organization.

	Irrelevant	Not Very Important	Neutral	Somewhat Important	Very Important
a. Promoting the region to visitors & tourists	1	2	3	4	5
b. Building entrepreneurial support systems	1	2	3	4	5
c. Funding opportunities & how to apply	1	2	3	4	5
d. Examples of region-wide collaboration	1	2	3	4	5
e. Other Suggestions	_____				

(8) We would like to facilitate and support meaningful discussions between the members of the 360 Group.
 Please rank the following discussion topics by level of importance to you and your organization.

	Irrelevant	Not Very Important	Neutral	Somewhat Important	Very Important
a. A robust, actionable Regional Economic Development Strategy	1	2	3	4	5
b. Developing regional approaches to grants acquisition	1	2	3	4	5
c. Developing regional <i>economic gardening</i> projects	1	2	3	4	5
d. Building trust & cooperation among 360 Group members	1	2	3	4	5
e. Building collaborative projects & initiatives	1	2	3	4	5
f. Other Suggestions	_____				

(9) Ideally, which of the following roles should the 360 group play to best support your organization and the region's economic health? (Select no more than two.)

- A forum for ideas, data collection and compilation, report generation, and making recommendations.
- A promotional organization working toward regional branding and marketing.
- A forum for regional collaboration in the sense of its participants pooling resources and making collective decisions re: projects and initiatives affecting the region's economic health.
- A [non-profit] organization, removed from the SWMPC, and focused on one of the above missions or something else.
- Other _____

(10) The SWMPC is considering a number of activities or initiatives designed to further the economic development of our region. Please identify how likely it is that your organization would support each of the following suggested activities or initiatives. *(Please circle just one for each item.)*

	Highly Unlikely	Unlikely	Neutral	Likely	Very Likely
a. Survey economic development entities to explore options for productive changes in region’s economic development system	1	2	3	4	5
b. Use the 2009-2010 <i>Comprehensive Economic Development Strategy</i> as a basis for assigning action items to regional stakeholders.	1	2	3	4	5
c. Work toward a regional economic development database for use by practitioners in developing market profiles of specified locations	1	2	3	4	5
d. Incorporate land use data (e.g., development suitability) into economic development planning process & possible regional land use plan.	1	2	3	4	5
e. Establish regional economic development performance measures to serve as a basis for annual “state of the region” assessment and possible local government “report cards.”	1	2	3	4	5

(11) Please provide one sentence descriptions of one or two initiatives your organization is involved in that could contribute to or benefit from the 360 Group’s ongoing efforts.

(12) The SWMPC believes that there is real value in fostering a culture of entrepreneurialism with the region’s agricultural business sector. Do you agree? If so, how do you think the 360 Group can help foster this culture of entrepreneurialism to leverage greater economic success in agriculture?

(13) Would you be willing to sit on the Comprehensive Economic Development Strategy Committee in 2010 and possibly beyond?

- Yes
- No
- I’d need more information to fully understand the commitment.
- Other _____

(14) Enter the following contact information (optional)

Name _____
 Email _____
 Organization _____