



Tools For Economic Growth

For more than twenty years, POLICOM has assisted and advised communities on how to improve their local economies.

POLICOM analyzes local and state economies, determines if they are growing or declining, identifies what is causing this to happen, and offers ideas and solutions to improve the situation.

From its research and educational programs, community and government leaders discover what is driving their economy and what the community will have to do to enhance the "economic quality of life" for the people living and working in the area.

www.policom.com

"Economic forces are constantly working against a community.

Like standing in a river's current, you must exert force just to remain in the same place.

If a community does nothing to influence its local economy, it will gradually be dragged down the stream toward economic despair.

However, if the community steps forward into the flow, it will move toward enhancing the economic quality of life for all who live and work in the area."

Services

How To Build a Local Economy

Every community in the United States has the ability to improve its local economy, enriching the lives of the people who live and work in the area.

Unfortunately, most community and local government leaders do not know how a local economy works or how to improve it.

For more than twenty years, POLICOM has advised communities on how to improve their local economy.

Through a series of studies and educational presentations, the current economic condition of an area is measured, what has caused the situation is determined, and ideas and solutions to improve the "economic quality of life" are created.

Step 1: Determine the condition of your economy - Historical, Comparative Economic Analysis

Discover the true essence of your local economy, is it growing or declining, and what is causing this to happen.

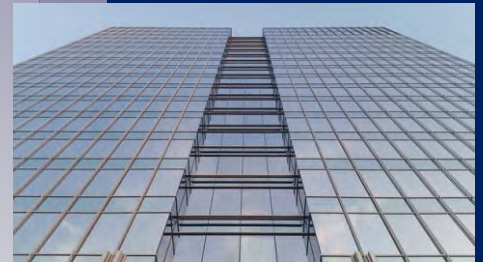
The analysis presents a 25-year economic history of the area, visually and numerically, so you can quickly understand where the economy was in the past, and where it is today and what is driving it, and how it compares to the rest of the nation.

Step 2: Look to the Future - Economic Development Goal Study

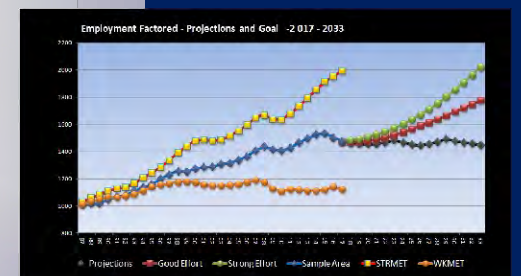
Don't let chance determine your area's economic future. Set an economic goal with annual employment and wage milestones, which, when achieved, will increase the size and improve the quality of your economy.

This study determines where your economy is likely to go if nothing is done by the community to influence its future. Then a reasonable, achievable goal is established.

POLICOM pours money into the economy by way of the formation of new, primary industry jobs. The economic impact of these jobs is calculated and an economic goal is established.



"You cannot fix what you do not know is broken."



Step 3 - Focus On Your Marketplace - Target Industry Study

Communities should focus on those industries, which are most likely to locate to or expand in your area which will help you achieve your economic goal.

POLICOM examines the geographic - economic characteristics of the area, including its present day workforce.

Then POLICOM evaluates more than 2,000 industrial sectors and determines which are growing nationally and in your state, are primary in nature, will pay a wage which will meet your Goal, and will be able to utilize your area's geographic - economic assets and cope with your liabilities.

Step 4 - Travel the Road to Success - Plan of Action

Guided by the information gathered in the previous studies and with the input of community leaders, POLICOM creates a step-by-step program which implements a comprehensive economic development program for the community.

An "Economic Summit" is held which produces creative ideas and opinions from community leaders regarding the strengths and weaknesses of the area and the most important economic issues facing the area.

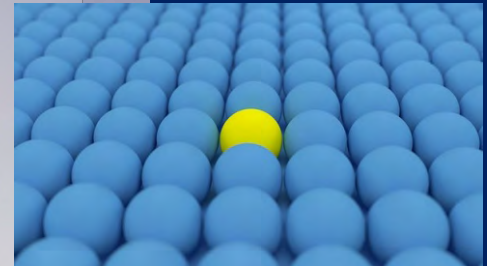
The geographic economic assets and liabilities of the area are examined and recommendations are made for what needs to be done on an annual basis to build a strong economy.

Then, a series of important and necessary "tasks" are created and when completed, the community will be well on its way down the road to success.

Other Opportunities - Miscellaneous Studies

POLICOM is very nimble and can create customized studies for private corporations and public entities.

Some of these include economic impact studies, community location evaluations, and labor analysis.



"If you do not know where you want to go, it does not matter what road you take."



Presentations

Motivate your community or state association to take action to improve your economy through one of the many presentations by William H. Fruth.

In a dynamic, entertaining, and understandable manner, POLICOM President William H. Fruth provides a series of presentations for communities and state and national associations specifically designed to enlighten the audience on how local economies work, what makes some strong, others weak, what is causing this to happen, and what can be done to improve or maintain the situation.

The following are some of the programs which educate and motivate the audience to take action. All programs are customized to the community and audience.

Where the Money Is ... In Your Local Economy

Discover how your local economy compares to the rest of the nation, whether it is growing or declining and what is causing this to happen through this informative, yet entertaining presentation customized for your area.

Ideal for annual meetings of economic development organizations or as a special event, this presentation educates the community on how your local economy works, its present economic condition, and motivates the community to reinforce the good in the economy and take action to correct the bad.

Ten Characteristics of America's Strongest Local Economies

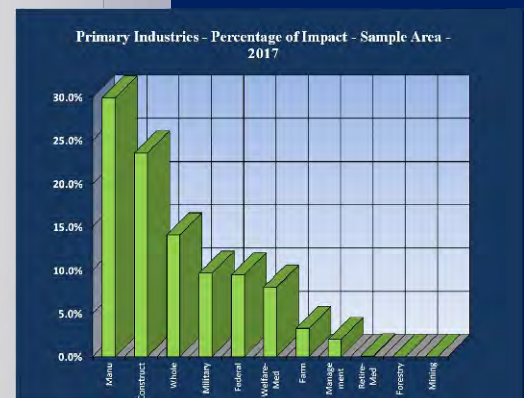
Discover why some communities have strong, dynamic economies while others are failing.

Since 1997, POLICOM has ranked the metropolitan areas in the United States for "Economic Strength." From the ranking, POLICOM studies the characteristics of the strongest and weakest areas.

This presentation highlights several consistent characteristics of the strongest areas and provides a list of what all areas need to do to improve their local economies.



"Community leaders and local government officials often forget, or were never taught, why a local economy will grow or decline."



Five Things We Must Do To Rebuild Our National Economy

While local economies can behave differently from national averages, all are influenced by the structure of the national and state economy.

Economic growth in the United States has been lackluster for many years.

This condition did not come about overnight. It is the result of several unrelated, long-term trends which collided to create a national economic system which is stifling quality economic growth.

From an extensive study of the factors, which brought us out of the recessions of 1982, 1990, and 2001, William Fruth has isolated the root causes for our present economic condition and identified five things which we must do to save our national economy. This program is ideal for state or national organizations.

About the Presenter

William H. Fruth is the President of POLICOM Corporation, an independent economics research firm located in Palm City, Florida, which specializes in studying the dynamics of local economies.

He has personally evaluated the data for more than 800 local economies in the United States, created more than 200 economic and community studies, and has provided presentations and workshops for state-national associations and community forums in 40 states.

Prior to founding POLICOM in 1995, from 1988 to 1995, Fruth served as Vice President of a major industrial land development company directing the development and marketing of a 500-acre corporate park in West Palm Beach, Florida.

Previously he was President of the Business Development Board of Palm Beach County, the economic development organization for the area. During that tenure was named Florida's Economic Development Professional of the Year.

From 1980 to 1984, Bill served in a full time capacity as Mayor of Tiffin, Ohio. During this time, he was named one of the "Five Outstanding Young Men in Ohio" and was heavily involved in economic and community development statewide.



"There is no national economy, but more than 900 small economies all behaving differently."



POLICOM created several studies for Pinellas County, Florida (St. Petersburg) which has a population of about one million people. Fruth presented the results of these studies at an economic symposium. The county has posted two videos of Fruth's presentation on You Tube.

<https://www.youtube.com/watch?v=bvepY5bnrQE>
<https://www.youtube.com/watch?v=ighm419dn6Y>

Learn About Local Economies

POLICOM has create several learning tools for community leaders to provide insight into the nature of local economies.

All of the following can be downloaded at www.policom.com.

Economic Strength Rankings

Annually POLICOM ranks the 382 Metropolitan and 551 Micropolitan Statistical Areas for "economic strength."

Economic strength is the long-term tendency for an area to consistently grow in both size and quality.

POLICOM conducts this analysis so it can study the characteristics of the strong and weak economies throughout the United States.

Statistical Area Definitions - Maps

A local economy is essentially a geographic area in which a preponderance of the people live and work, earn and spend. The area is typically defined by the commuting patterns of the resident population.

There are 933 defined local economies - statistical areas - in the United States. The condition of a local economy can be determined by studying the data of these areas.

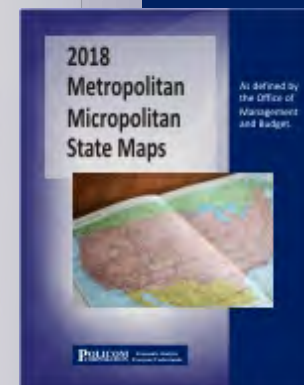
The Office of Management and Budget (OMB) is charged with the task of defining the statistical areas in the United States.

Statistical areas are used by economists and Federal agencies to measure economic activity. For the most part the geographic boundaries identify where a preponderance of the people live and work, earn and spend. The major criteria for determining the boundaries are commuting patterns of the populace.

Flow of Money

Written by William H. Fruth in 2013 and republished in 2018, the *Flow of Money* is a twenty page booklet which teaches a lesson on how a local economy works and what most communities need to do to improve their area economy.

"A local economy will grow or decline in direct proportion to the amount of money being imported to the area by the 'primary' industries."



About POLICOM

POLICOM Corporation is an independent economics research firm which specializes in analyzing the dynamics of local and state economies.

From its study, it determines if an area is growing or declining, what is causing this to happen, and offers solutions and ideas to improve the local economy.

POLICOM has served as an economic development consultant for communities throughout the United States for more than twenty years.

Founded in 1995, POLICOM has examined the condition of more than 800 local economies, created more than 200 community economic studies, and its President, William H. Fruth, has given economic development presentations in 40 states.

Annually POLICOM ranks all the Metropolitan and Micropolitan Statistical Areas for "economic strength" which is the long-term tendency for an area to consistently grow in size and quality.

Contact POLICOM

When you have questions, please contact us.

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***"Whatever must
happen eventually,
should happen
immediately."***

