



Strategic Planning and Market Feasibility Studies

Purpose

Recognizing the importance of strategic planning to the success of any economic development organization, PPL will provide grants of up to \$5,000 per organization to assist economic development organizations with strategic planning.

This program can also be accessed for market feasibility studies. Determining whether the attributes of a region are more suitable for one industry vs. another means some in-depth original research to ensure that the region's unique attributes are adequate in quality and quantity to support the industry. Such information opens the way to produce marketing materials specific to the companies targeted. PPL's partial financing of market feasibility studies opens the way to successfully locate specialized industry groups.

The following guidelines outline the basis upon which proposed projects will be evaluated and funded.

Eligible Participants

Non-profit public/private economic development partners serving Pennsylvania communities in PPL's service area.

Eligible Projects

Eligible projects include financial assistance to conduct strategic planning and market feasibility studies.

Criteria Guidelines

PPL's financial participation must be part of a larger public or private sector commitment to the study. PPL's contribution shall not exceed 50 percent of the total cost of the study up to a maximum of \$5,000, as funds are available.

Procedures

In order to apply for Strategic Planning or Marketing Feasibility Study funds, the qualifying organization should first contact the Regional Community Development Director for their region to review and discuss the proposed study. If the qualifying organization and the RCRD determine the project is viable, the agency will submit a copy of the study proposal to the RCRD who will forward the

proposal along with a letter of recommendation to the Manager, Community and Economic Development for review and final approval. A request for funds must provide the following information.

1. Purpose and description of the study, total study cost and the amount requested from PPL.
2. The proposed timeline.
3. The proposed industry target.
4. Participating organizations, including other funding sources and amounts.
5. Recommendation on why the feasibility study should be funded.
6. An approval page for approval by the organization, RCRD, and Manager, Community and Economic Development.

In order to track the progress of the study, the organization will report regularly to the RCRD on significant milestones of the study. When the study is completed, the organization must submit copies to RCRD and to the Manager, Community and Economic Development.

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