Lorie Vincent, CEcD

REGIONALISM. Winning Together or Losing Alone

acceleration
BY DESIGN

Economic Development is Competitive.

acceleration
BY DESIGN

We all want to win.

acceleration
BY DESIGN

BUT…

acceleration
BY DESIGN

The economy doesn’t stop at our city limit sign.

Prospects, employers, investors, tourists & potential residents are not looking at your boundaries.

Only you are.

acceleration
BY DESIGN



Case in point.

acceleration
BY DESIGN





What do we have together?

workforce
housing
training
healthcare
infrastructure
sites

transportation
quality of place
education
suppliers
customers
diverse leadership

One community doesn't have everything.

Regardless of size.

But the region might.

synergy.

The whole is greater than the sum of its parts.

The High Ground of Texas

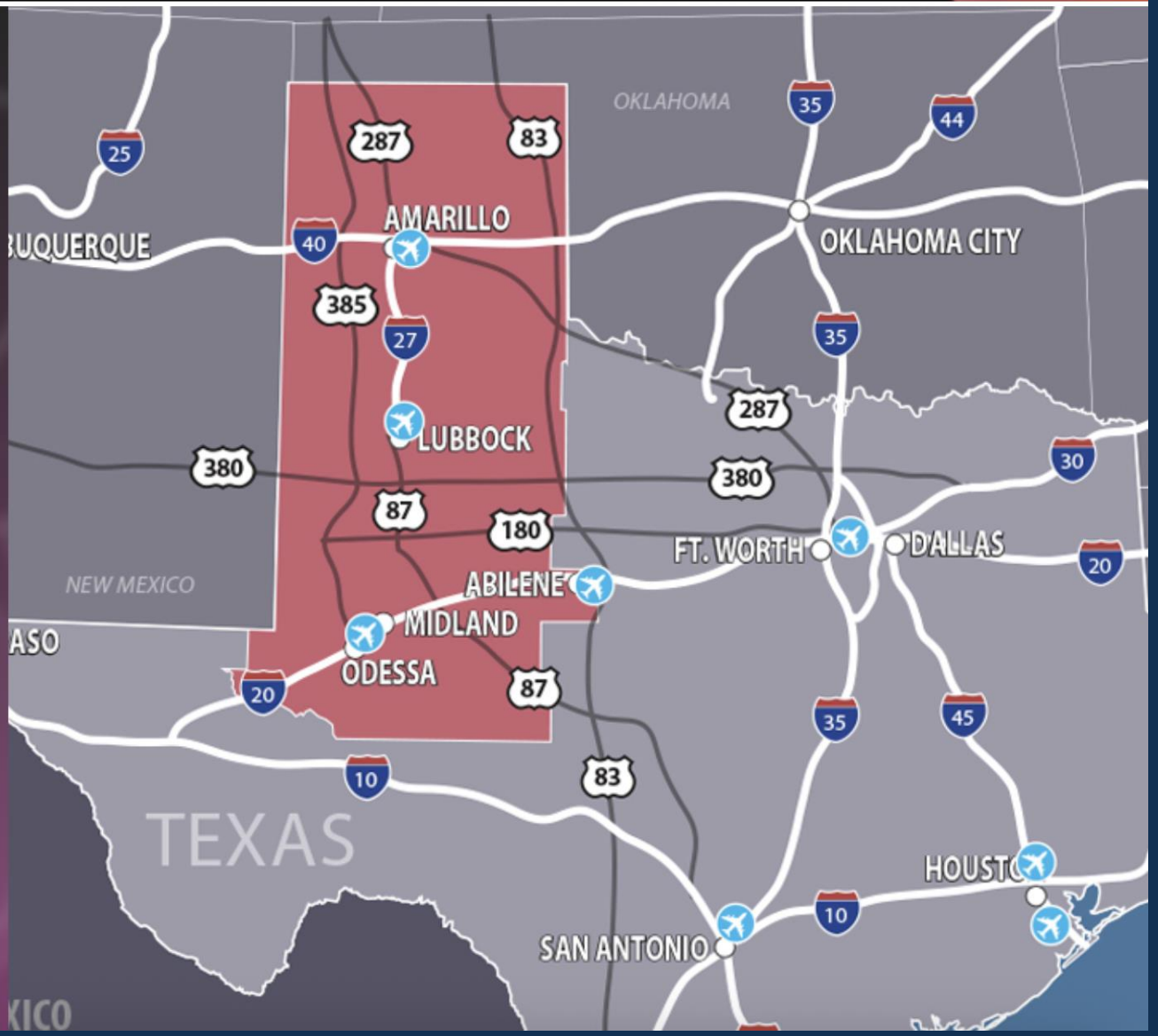
THE HIGH GROUND OF TEXAS

Big region. Bigger opportunity.

The size of our region is impressive - **67 counties stretching from the northern Panhandle into the Texas Plains.** But it's the scale of opportunity that is drawing residents and industry to the High Ground of Texas. Here, a vast abundance of low-cost sites and land sets the stage for a diverse array of vital industrial assets and innovation. And in a pro-business, low-tax state, the High Ground lowers costs even more, while spurring productivity and profitability with a solid work ethic and reduced regulations. Why be fenced in by expense, red tape or lack of skill or site choices? The Texas High Ground lets your enterprise go big.

Think bigger and faster for transit.
Access markets rapidly and cost-effectively in a central location comprehensively networked with fast-moving transit options: Multiple Interstate highways, U.S. routes and Class I rail lines, plus excellent international air connections, including a global spaceport.

Picture a bigger and better life.
Looking at the big picture of work and life, the view from the High Plains is impressive. From the magnificent splendor of the Palo Duro Canyon, the nation's second largest canyon system, to the heights of educational achievement at Texas Tech, a Carnegie R-1 University; from the historic



40+ years
100+ members
69 county region

27.2 minutes

30% 30 minutes or longer.

Most are willing to commute an hour for the right job or the right city.

Look at it through the eyes of…

the prospect

the existing business

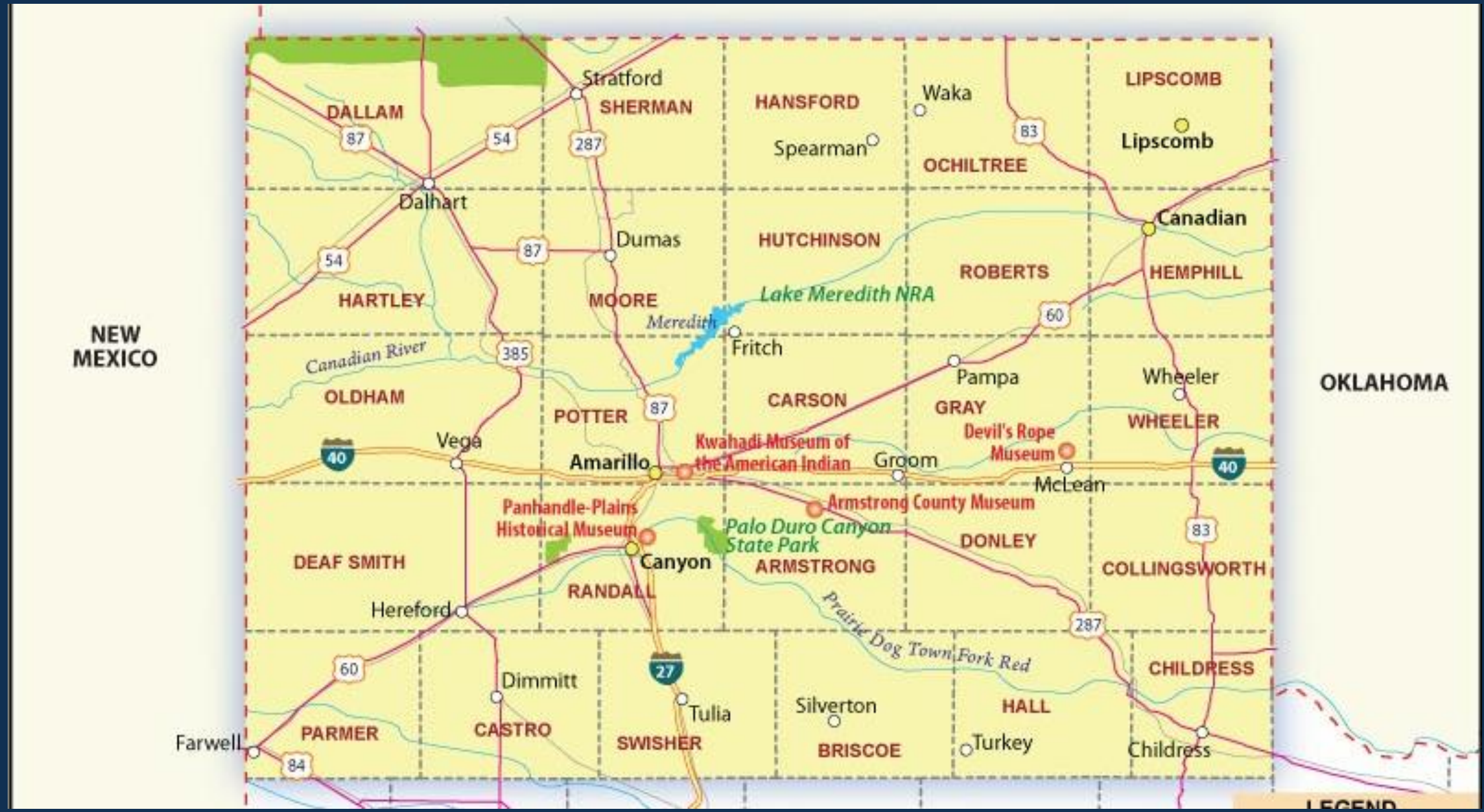
the entrepreneur



Hilmar Cheese.
Dalhart, Texas.

Dalhart had the site.

The region had the rest.


NEW MEXICO
OKLAHOMA
DALLAM
SHERMAN
HANSFORD
OCHILTREE
LIPSCOMB
Stratford
Waka
Spearman
Lipscomb
Dalhart
Dumas
HUTCHINSON
ROBERTS
HEMPHILL
Canadian
HARTLEY
MOORE
Lake Meredith NRA
Meredith
Fritch
Canadian River
OLDHAM
POTTER
CARSON
GRAY
WHEELER
Pampa
Wheeler
Vega
Amarillo
Kwahadi Museum of the American Indian
Groom
Devil's Rope Museum
McLean
Panhandle-Plains Historical Museum
Armstrong County Museum
Palo Duro Canyon State Park
DONLEY
DEAF SMITH
Canyon
ARMSTRONG
COLLINGSWORTH
RANDALL
Hereford
Prairie Dog Town Fork Red
CHILDRESS
Dimmitt
Tulia
Silverton
HALL
PARMER
CASTRO
SWISHER
BRISCOE
Turkey
Childress
Farwell
LEGEND
87
54
287
83
60
385
40
27
84

15+
communities
competed.

Then the short list came out.

Amarillo.

85 miles away.

They invested anyway.

They quit competing.

And started collaborating.

Regionalism doesn't mean you don't compete.

It just means you know when to stop.

10x Direct ROI

construction
engineering
supplies
labor

Packaging Company
Transportation Co.
Powder Manufacturer
and more…

The Regional Advantage.

Leverage.
Voice.
Scale.
Perspective.
Reach.

Now what?

Inventory what you have.

Inventory what you don’t have.

Find the shared challenges.

Find the win/win.

Build trust before you need it.

Celebrate each other's wins.

Would your neighbor call you first?

It’s a big sandbox.

Think beyond your boundaries.

Win together.



Lorie Vincent, CEcD
Founder | President
ACCELERATION by design LLC
806-683-2553
lorie@accelerationbydesign.com

www.accelerationbydesign.com
www.standupruralamerica.com

acceleration
BY DESIGN