

HOMEGROWN TOOLS

NEW CASE STUDY TEMPLATE

Opening:

Town Name, State:

Author Name:

Author Title and Organization:

Email Address:

Phone #:

Date Written:

Data Snapshot Table (Source: census data, most recent year available. Note data year for each statistic):

DATA	DATA YEAR, ETC.
Population:	Data year:
Municipal budget: Municipal budget source: Potential source: town website or stakeholder interview	Data year:
Per capita income:	Data year:
Median household income:	Data year:
Poverty rate:	Data year:
Minority population:	Data year:
Proximity to urban center (in miles):	Urban center name:
Proximity to interstate highway (in miles):	Interstate name:

Economic Development Strategy:
[Select the one that most applies]

***If you answered “Other” in the above form, please describe the strategy:**

Time frame of strategy implementation: (Years of work on the project)

Synopsis: 2-3 sentence teaser. Offer a glimpse of the implemented strategy.
Minimum length: 150 characters

Overview/Introduction: 1-2 paragraphs. Provide a background on the town/community with an overview of the problem and what economic development strategies were implemented.
Minimum length: 500 characters

The Community and its History: 2-4 paragraphs detailing the community’s background.
Minimum length: 1600 characters

The Strategy: 3-5 paragraphs detailing the process behind the economic development strategy. Be sure to use concrete examples and focus on actionable steps.
Minimum length: 2500 characters

The Outcomes: Create a bullet point list of concrete outcomes (as many as applicable) from the strategy implementation. Remember that different projects have different metrics that can indicate success. These do not all have to be quantitative/measurable.

- Insert outcome here.
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How and Why the Strategy is Working: 3-5 highlighted takeaways with a paragraph of explanation.
Minimum length: 1500 characters

Lessons Learned from the Story: 3-5 highlighted lessons learned with a paragraph of explanation.
Minimum length: 1200 characters

Contact Information: 2-5 people directly responsible for implementing the strategy.

Contact #1

Name:

Position:

Organization/Company:

Town, State:

Phone Number:

Email Address:

Contact #2

Name:

Position:

Organization/Company:

Town, State:

Phone Number:

Email Address:

Contact #3

Name:

Position:

Organization/Company:

Town, State:

Phone Number:

Email Address:

Contact #4

Name:

Position:

Organization/Company:

Town, State:

Phone Number:

Email Address:

Contact #5

Name:

Position:

Organization/Company:

Town, State:

Phone Number:

Email Address:

Images: Attach 2-6 photos to this form highlighting the place and strategy. Please provide a brief caption of what is being shown in the photograph here:

Photo #1 Caption:

Photo #2 Caption:

Photo #3 Caption:

Photo #4 Caption:

Photo #5 Caption:

Photo #6 Caption:

Citation: Include footnotes and source links below for any outside sources. Remember to note each time you use an outside source in the case study content by providing a footnote number in parentheses (e.g. 1, 2, 3, etc.). Please number the corresponding footnotes below accordingly.

Footnotes: