



GLCEDC Hosts An Economic Development Discussion for The Livingston County Board

With Featured Guest:
Frank Knott
President, The Vital Economy

DATE: Monday, February 4th
TIME: Noon – 2:00 pm [working lunch]
PLACE: Historic Courthouse Committee Room—2nd Floor

Overview of The Vital Economy’s Approach to Economic Development

The Vital Economy [VE] employs an asset-based approach to economic development by focusing on which local community assets make the region’s economy unique and works to connect our distinctive attributes to regional, national, and global economic development opportunities. Additionally, the VE focuses on identifying Specific, Measurable, Attainable, Relevant and Time-Based goals (S.M.A.R.T.) when creating economic development strategies.

During the interactive workshop we will discuss the importance of the following assets and their relationship with sustained economic improvement in Livingston County:

- Human Capital - workforce, knowledge and skill assets, work ethic
- Social Capital - building trust and ability to work, plan and act as a group
- Physical Capital - housing, transportation, town centers, infrastructure
- Financial Capital - life cycle equity and debt financing resources
- Environmental Capital - land, natural resources, scenic beauty, recreation
- Cultural Capital - heritage, architecture, arts and culture, performing arts
- Community Capital - education, healthcare, social services, public safety

Your participation and sharing of thoughts are appreciated and imperative to shaping our future.

Please contact Adam Dontz, CEO of the GLCEDC at 630-201-6148 for details on the event, or to learn more about the Vital Economy, please visit www.vitaleconomy.com

“Knowing is not enough; we must apply. Willing is not enough; we must do.” *Goethe*

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