

Canvas Process Sequence

Definitions and Goals

1. Theater Definition/Metrics

- How do we define and measure the theater? Synonyms?
- How does the theater create new economic base jobs?

2. Players/Stakeholders

- Who are (or could) be procuring agents, key stakeholders?

3. Economic Sectors

- What economic sectors or markets are the focus of the theater?

4. Jobs/Transactions

- How many jobs and transactions are to be created by the theater?
- By their key players?

5. Program reliant

- How many of the total jobs/transactions must be procured by programs versus occur organically or unassisted?

Factor of production Gaps/Solutions

6. Marketing/Sales Apparatus

- Is the theater's marketing and sales apparatus scaled to the number of jobs and transactions that must be generated and managed?
- What are the gaps and their related prescriptive solutions?

7. Real Estate, Infrastructure and Capital

- Will the Theater have the land and building inventory, infrastructure and capital required for the estimated jobs/transactions?
- What are the gaps and their related prescriptive solutions?

8. Workforce Housing and Community Quality

- Will the theater have the qualified workers needed to staff the new jobs estimated?
- What are the gaps and their related prescriptive solutions?

9. Leadership, Organization and Business Climate

- Does the theater have the leadership, plan, organizations and the business climate to develop the estimated number of jobs/transactions?
- What are the gaps and their related prescriptive solutions?