



Blandin Community Broadband Program Webinar Series:

Online Tools for Community Economic Development **Resource Material¹**

November 14, 2013

The **Triple Bottom Line** tool helps optimize and communicate investment alignment with economic, environmental and social performance – what’s referred to as the triple bottom line or TBL www.tbltool.org. Investors, economic development professionals and decision-makers can use the TBL Tool to:

- Configure development investments for maximum returns
- Consider and prioritize alternatives
- Communicate investment alignment with TBL goals

Economic Development Online presents the necessary background for understanding the Internet and online communication. It describes how to implement strategies you can use every day to put you ahead of the technology curve in Economic Development. Get a free digital copy at: www.economicdevelopmentonline.com

Wisconsin Economic Development Corporation has an online mapping tool that shows where they have assisted economic development projects. <http://inwisconsin.com/impact-map/>

The Arlington, Virginia Economic Development Agency has an online assessment tool named **BizQuiz** that gets its local business community thinking about their competitive situation and management practices. It provides the Agency with valuable information about how they can assist the individual businesses. <http://www.arlingtonvirginiausa.com/economic-update/2012/august/the-bizquiz/>

The University of Illinois – Urbana Champaign has created an **Online Strategic Planning Tool** that provides a useful process for communities. <http://www.communitydevelopment.uiuc.edu/cdo/>

The University of Oklahoma **Economic Development Institute** has an online learning curriculum for economic developers. Classes include marketing, business retention and expansion, strategic planning, and entrepreneurship. <http://edi.ou.edu/>

The University of Wisconsin Extension has a self-paced **Community Economic Development** online course. The open access webpage is: <http://wp.aae.wisc.edu/ced/>. The D2L course address is: <https://uwex.courses.wisconsin.edu/d2l/home/2095806>

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