

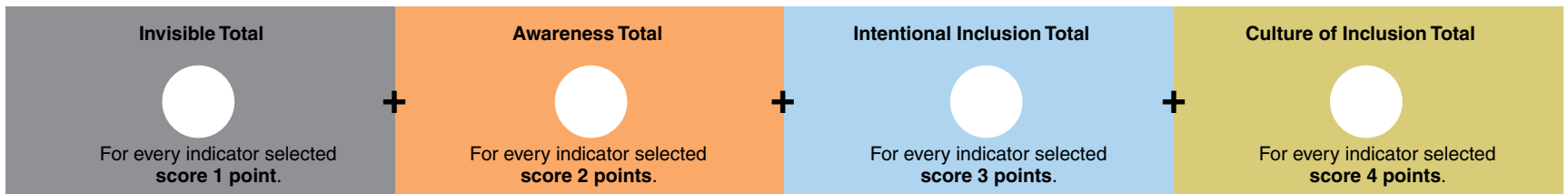
# I. Economic Development

The community benefits when municipal economic development principles and strategies are created based on the understanding that diversity benefits the economy. This area of focus is specific to economic development initiatives that are under the direct control of the municipal government.

	Invisible	Awareness	Intentional Inclusion	Culture of Inclusion
<b>Representation on economic development committees</b>	There is no consideration by municipal leaders to have diverse groups of people on economic development committees	The municipality is aware of populations that are not represented on economic development committees	The municipality is starting to seek out diverse persons to be members of economic development committees	Members of economic development committees are representative of the community's demographics
<b>Accessing diverse views on economic planning</b>	There is no consideration by municipal leaders to involve marginalized communities in the creation of municipal economic development plans	Municipal leaders see value in involving marginalized communities in economic planning but have no plan of engagement	The municipality engages marginalized communities to help inform its municipal economic development plan	Municipal economic development plans are regularly updated with input from marginalized communities
<b>Use of data to inform economic planning</b>	There is no attempt to understand available data on the profile and diversity of the community to inform economic development discussions	The municipality has data on the diversity of the community but does not use it to inform municipal economic development plans	The municipality collects some data about the diversity of the community to inform municipal economic development plans	The municipality collects a comprehensive amount of data about the diversity of the community and uses it to inform municipal economic development plans
<b>Attraction of immigrants</b>	Elected officials do not see the need to attract immigrants to the community	Elected officials want to attract immigrants but do not have a plan to achieve it	The municipality has a strategic plan to attract and retain immigrants to support economic development	Immigrants are welcomed by all as valued business owners and consumers of local goods and services
<b>Support to the business community</b>	There is no discussion about diversity and inclusion between municipal and business leaders	Municipal leaders discuss how creating a more inclusive business environment could support tourism or community growth, but no action is taken	The municipality regularly partners to create training for businesses about inclusive hiring and workplaces	Municipal and business leaders continually strategize on how to help businesses offer customer environments that are inclusive



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