



Retaining & Creating Jobs (through business development)

Probably the most central task in strengthening community resilience and in carrying out CED in general is that of maintaining or creating local employment opportunities. Any community facing threats to its stability will generally recognize that the availability of local jobs is critical and thus will seek ways by which the number and variety of jobs can be increased.

A comprehensive community economic development strategy can be constructed to include all sorts of ways to facilitate the growth of jobs, including such indirect means as improving the recreational facilities of the area to make the locality more attractive for employers and employees. However, more directly, the strategy could focus on specific new job openings. Since by far the greater source of new jobs in most communities will lie in the private sector, the most powerful tools will focus on business rather than on public or government activities as a job creator. Without denying the possible utility of an approach that builds new jobs in the public sector, the CED tools presented in this section are all devoted to activities that assure jobs in the business sector. Of course, techniques of business finance can be critical tools. However, financing as such is dealt with elsewhere, under the topic **Addressing Financial Gaps**. Also, microenterprise is not included as a business development tool under “Retaining and Creating Jobs.” Thus, an entry for microenterprise lending is considered within the topic dealing with financial gaps, and other related entries for self-employment (which might well be included as a business development tool) are also dealt with elsewhere, under the topic **Building Human Resources** in the section “Self-Employment Services.” (See the Table of Contents to navigate the placement of related entries.)

There are three sub-headings in the present section under which the CED technical tools for maintaining or creating jobs are arranged. The first, Retaining Jobs, concerns the ways in which the community can protect itself from losing jobs. The next two sub-headings, Business or Entrepreneur Support Services and Venture Formation, are concerned with new jobs.