
A photograph showing a perspective view through a chain-link fence. The fence's diamond-shaped mesh is prominent, creating a grid of lines that recede into the distance. The background is a bright, slightly hazy sky. The overall color palette is dominated by blues and greys.

Industry Cluster Implementation

A View from the Trenches



Industry Clusters

- Should we?
- But how?
- Realities?
- How to use them?



Should we?

-YES!

-Operated 10 cluster
programs in last 9 years

How?

- Process (varies)
- 3-step process
- Typical issues
- Are you really prepared to help them? (realities)

3-Step Process

- Database of cluster businesses
- Facilitated retreats / forums
- Implementation of Plans of Action

Typical Issues

- Legislative issues
- Human resource issues
- Business sales
- Marketing
- Collaboration / alliances

Are you ready to help them?

- Realities
- Time
- Money
- Facilitation expertise
- Commitment
- Connections & credibility



How do we use clusters?

- “New” recruitment tool?
- “Old School” local business expansion program?