The Western Rural Development Center’s Area Sector Analysis Process was designed by researchers and Extension Specialists from throughout the West to use in collaboration with rural community leaders to promote economic development.

**ASAP FACILITATORS**

The Area Sector Analysis Process is facilitated in your community by an experienced ASAP Facilitator. Current facilitators include:

- Don Albrecht, Western Rural Development Center
- Marion Bentley, Utah State University Extension
- Ashley Bickel, University of Arizona Extension
- Buddy Borden, Nevada Cooperative Extension
- Malieka Bordigioni, University of Nevada–Reno
- Dari Duval, University of Arizona Extension
- Tom Harris, University of Nevada–Reno
- Paul Jakus, Utah State University
- Paul Lewin, University of Idaho Extension

**ASAP CONTACT INFORMATION**

Western Rural Development Center
Utah State University
4880 Old Main Hill
Logan UT 84322-4880

PHONE: (435) 797-9731
EMAIL: wrdc@usu.edu
WEB: wrdc.usu.edu

The Western Rural Development Center’s Area Sector Analysis Process was designed by Extension and Research Specialists from throughout the West to use in collaboration with rural community leaders in targeted, sustainable economic development. It is supported in part by the National Institute of Food and Agriculture, U.S. Department of Agriculture, under award numbers 2018-51150-28699 and 2019-51150-29875.

---

**ASAP COMMUNITY SNAPSHOT**

**Wayne County, Utah**

The economy of Wayne County, Utah, was traditionally based on irrigated agriculture. Through the middle decades of the 20th century, mechanization of agriculture resulted in progressively fewer and larger farms, and the result was a steadily declining population.

In 1940, the county’s population was 2,394 and by 1970, only 30 years later, it had declined by nearly 40% to 1,483.

Wayne County is home to Capitol Reef National Park and other high-quality natural amenities. These assets have sparked tourism and amenity-related growth. Consequently, the population today is 2,690.

However, despite this growth, the county is confronted with economic problems typical of small rural communities throughout the West — loss of primary employers, an aging population, a shrinking tax base, and few economic options and opportunities for its youth. Tourism has produced many jobs but they are typically seasonal and low paying.

In an effort to address these problems, the county initiated the Area Sector Analysis Process (ASAP). Based on ASAP model results, the community’s steering committee members selected three target industries to focus its economic development efforts. These are:

1. Internet-Based Industries
2. Tourism and Outdoor Recreation
3. Niche Agriculture

The Western Rural Development Center’s Area Sector Analysis Process was designed by Extension and Research Specialists from throughout the West to use in collaboration with rural community leaders in targeted, sustainable economic development.
WHAT IS ASAP?
The Western Rural Development Center’s Area Sector Analysis Process (ASAP) is a tool to help communities achieve targeted, sustainable economic development.

The process is based on the understanding that sustainable community development strategies should reflect the preferences of community residents and also the extent to which community assets can meet the operational needs of businesses that allow them to be successful.

HOW DOES ASAP WORK?

1. Goals and Assets
   Through a series of committee meetings and community surveys, ASAP matches a community’s economic development goals and assets with the production requirements of businesses and the benefits/costs to the community.

2. Framework
   While most economic development programs fail to recognize the interdependence between industry demands and the preferences and assets of the community to develop a holistic, sustainable community economic development strategy, ASAP has been developed to bridge this gap by providing a framework to aid communities in prioritizing their development goals and identifying the assets they have to help them achieve these goals.

3. Matching Model
   ASAP uses a matching model that determines the extent to which industry sectors are desirable to community residents and the extent to which community assets are compatible with industry needs.

WHAT ARE THE BENEFITS FOR MY COMMUNITY?
Significant community development benefits of ASAP may include:

- Community involvement in the creation or updating of economic development goals and assets
- Credible and transparent documentation of industry targets and their alignment with strategic planning efforts
- Adaptability of ASAP results to existing community economic development planning
- Application of results to existing community businesses, potential entrepreneurial development, as well as recruitment targets

HOW TO BECOME AN ASAP COMMUNITY?
Once your community’s leadership expresses interest in learning more about ASAP, simply contact the Western Rural Development Center via email or telephone to schedule an initial discussion.

Email: wrdc@usu.edu
Telephone: (435)797-9731

ASAP COMMUNITIES
ASAP has already been successfully delivered in multiple communities across the West in Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, New Mexico, Nevada, and Utah.