BARKLEYREI

CONTENT OUTLINE

Client Name:	DCED	**Date:**	April 06, 2007
Project Name:	NewPA Navigation Redesign – Proposed State	**Date Revised:**	May 27, 2008

Top Level Navigation
1.0   **What can PA do for You?**
2.0   **Find & Apply for Funding**
3.0   **For Businesses**
4.0   **For Communities**
5.0   **For Local Governments**

Primary Navigation
1.0   **What can PA do for You?**
2.0   **Find & Apply for Funding**
3.0   **For Businesses**

    3.1   **Why PA? (note: in development with Mark James)**
        3.1.1   Funding & Incentives
        3.1.2   PA Regions – Reports on economy, population, and industry of areas within PA. These includes location of key industries within PA
        3.1.3   Demographics
        3.1.4   Workforce
        3.1.5   Education
        3.1.6   Communities
        3.1.7   Quality of Life
        3.1.8   Collaboration
        3.1.9   Top Employers
        3.1.10   Success Stories - archive
        3.1.11   Available Sites

    3.2   **Key Industries**
        3.2.1   Advanced Manufacturing & Materials
        3.2.2   Business Services
        3.2.3   High Technology
        3.2.4   Life Sciences

    3.3   **Location Assistance** – Note: under development with Mark James. Overview of the services offered. Have prominent link to site search. Give contact info of who to talk to when deciding on a site. Describe the different regions of the state – type of companies,

workforce, programs, and incentives. Provide contact information to organizations that can assist in find a site.

    3.3.1   **Location Assistance Services** – include who and how to contact

    3.3.2   **Funding & Incentives** –Information on programs that are geared in helping businesses do well. For example, the Key Opportunity Zones

    3.3.3   PA Data (or Explore PA Communities

    3.3.4   **Site Search** – Search available sites within PA. *Until the search is within NewPA this section will not exist. There will just be a link to the Site Search.Ultimately this will be GIS Planning integration.*

    3.3.5   **Search Guide** – Guide of what to consider when looking for a site. Size, type of building, zoning, region, programs, incentives, and so forth.

3.4   Start A Business

    3.4.1   **Start-up Process** – Step-by-step guide through what need to do to start a business, including if you are ready to start a business.

    3.4.2

3.5   **Expand Your Business** – Explain what is within this section. Include mention of and a link to the Broadband Initiative.

    3.5.1   **Funding** – List funding geared towards Entrepreneurs and Small Businesses

    3.5.2   **Expert Assistance** - Explain how PA helps businesses grow through many different organizations.

        3.5.2.1   **Start-Ups -** List the different assistant groups/organizations that help with start-ups and link them off to their own page that gives a better description. On the specific pages, also have contact information, links to appropriate websites, and links to relevant programs.

        3.5.2.2   **Technology Companies -** List the different assistant groups/organizations that help technology companies and link them off to their own page that gives a better description. On the specific pages, also have contact information, links to appropriate websites, and links to relevant programs.

3.6   **Export–** What is within this section is laid out in the Content Outline for International Exporting

3.7   **Foreign Direct Investment** –What is within this section is laid out in the Content Outline for Foreign Direct Investment

3.8   **Find Funding** – Display the funding and program finder. Initially, display all funding for businesses

    3.8.1   **Single Application**

    3.8.2   **Finding the Right Funding** – Guidance on how to find and pick relevant funding. Similar concept to the "Find the Right Grant" http://www.newpa.com/default.aspx?id=123

    3.8.3   **Check Funding Approval** – Enter your information to find what funding, grants, and loans have been approved. This is the Investment Tracker, not sure if we can rename it as I have done here.

    3.8.4   **Major Programs** – List and descriptions of major programs that PA wants to highlight, such as the Economic Stimulus Package

4.0   **For Communities**

4.1   **Funding & Programs** – Display the funding and program finder. Initially, display all funding for communities.

    4.1.1   **Single Application**

4.1.2 **Finding the Right Funding** – Guidance on how to find and pick relevant funding. Similar concept to the "Find the Right Grant" http://www.newpa.com/default.aspx?id=123

4.1.3 **Single Application**

4.1.4 **Check Funding Approval** – Enter your information to find what funding, grants, and loans have been approved. This is the Investment Tracker, not sure if we can rename it as I have done here.

4.1.5 **Major Programs** – List and descriptions of major programs that PA wants to highlight, such as the Economic Stimulus Package

4.2 **Economy** (Develop the Economy) – Explain the concept of local economic development (LED). Explain what can be done to improve the local economy, what LED agencies are, how to develop an economic strategy, how to bring in businesses, who to contact for help, and what the PA government can provide assistance in.

4.3 **Land** (Develop Land) – Information on how PA can help assist in the revitalization/development of land. This can include something as small as fixing a sidewalk. Include information on and links to relevant programs, incentives, and funding.

4.4 **Sites** (Develop Sites) - Information on how PA can help assist in the revitalization/development of sites. Include information on and links to relevant programs, incentives, and funding.

4.5 **Buildings** (Develop Buildings) - Information on how PA can help assist in the revitalization/development of any type of buildings. Include information on and links to relevant programs, incentives, and funding.

4.6 **Energy** (Conserve Energy)- Information on how PA can help assist in the conservation of energy. Include information on and links to relevant programs, incentives, and funding.

4.7 **Low Income Residents** (Assist Low Income Residents)- Information on how to assist low income people find and get jobs, how to help low income people to get housing assistance, and how PA can help with all of this. Link to Low Income Assistance under Resident Assistance with a mention that the user can click the link to learn about how and where to get assistance.

4.8 **Growth Management** - Information on assistance that can be provided on how a community should grow in a structured and healthy way

4.9 **Assistance Organizations** - Have ability where can enter city and/or zip code to find organizations nearby that can assist in the development of one's community

- Community Action Team – can house contact information
- Economic Development Professionals – knowledgeable in all facets of the Stimulus Package that will help communities maximize their use of funding programs
- Northeastern Pennsylvania Alliance
- PA Base Development Committee
- PA Association of Housing and Redevelopment Agency
- Regional Planning and Development Commissions
- Northern Tier Regional Planning and Development Commission
- North Central Pennsylvania Regional Planning and Development Commission
- Northwest Pennsylvania Regional Planning and Development Commission
- Southwestern Pennsylvania Regional Development Council
- Southern Alleghenies Regional Planning and Development Commission
- Regional Offices – can house contact information
- SEDA - Council of Governments
- Non-Profit Organizations – List of non-profits that assist with community development. Each organization can link off to their website

4.10 **Publications** – Action Plans, Consolidated Plans, and so forth

4.11 **Success Stories** – Stories of how PA has helped communities. Can have links within the stories to funding and programs that were used

5.0 **For Local Governments** – This section is yet to be solidified. Need more information on what exactly local governments are looking for. The information below is gathered from what currently exists. Mention that can go to the "Communities" section to learn more about what NewPA can offer communities, such as assistance in building an economic development plan.

5.1 **Find Funding** – Display the funding and program finder. Initially, display all funding for local governments

- **5.1.1** **Single Application**
- **5.1.2** **Finding the Right Funding** – Guidance on how to find and pick relevant funding. Similar concept to the "Find the Right Grant" http://www.newpa.com/default.aspx?id=123
- **5.1.3** **Check Funding Approval** – Enter your information to find what funding, grants, and loans have been approved. This is the Investment Tracker, not sure if we can rename it as I have done here.
- 5.1.4 **Major Programs** – List and descriptions of major programs that PA wants to highlight, such as the Economic Stimulus Package

5.2 **Finances** – Information about budgeting and financial assistance. Mention programs that help with financial assistance and link to them. Also mention the PDF for Financial Recover Assistance. Mention how PA can assist in developing an economic strategy and development plan and link to Economy within Communities.

5.3 **Insurance** – Information on insurance that is pertinent to government officials. List the different types of insurance information and link them off to their own page that gives a better description. Also on that page have contact information and links to appropriate websites.

- **Fire Escrow List**
- **Insurance Primer for Municipal Secretaries**
- **National Flood Insurance Program (NFIP)**
- **Risk Manager's Insurance Guide**

5.4 **Land Usage** – Note: Is this information necessary? What information within it is needed? Who exactly is this information for?

5.5 **Laws** – Information on and link to Local Government Law Library

5.6 **Municipal Statistics**

5.7 **Taxation**

5.8 **Award for Excellence**

5.9 **FAQs** – Note: Is this information necessary? What information within it is needed? Who exactly is this information for?

5.10 **Publications**

5.11 **Assistance Groups**

- Governor's Center for Local Government Services
- County Commissioners Association of Pennsylvania
- Government Finance Officers Association of Pennsylvania
- PA Municipal Authorities Association
- PA League of Cities and Municipalities
- PA State Association of Boroughs
- PA State Association of Township Supervisors
- PA State Association of Township Commissioners
- PA Association of Housing Redevelopment Agencies (PAHRA)
- PA Planning Association

- PA Association of Municipal Managers
- PA Local Government Commission
- International City/County Management Association (ICMA)
- National Association of Towns and Townships
- National Association of Counties
- National League of Cities and Municipalities

Footer Navigation

6.0 Contact Us

7.0 Keep Me Informed

8.0 Newsroom

    8.1   Press Releases

    8.2   Newsletter – This is the NewPA news. Can include information about an eNewsletter

    8.3   Industry News– On page, be able to filter by type of industry interested in

    8.4   International News

    8.5   Tourism News

    8.6   Thought Leader Blogs

    8.7   Videos

    8.8   Media Contacts

    8.9   Logo Use Guidelines

    8.10   Secretary Yablonsky

    8.11   RSS Feeds

9.0   Event Calendar

10.0   Sitemap

11.0   Legal

12.0   For DCED