

# Montana Main Street

## Thirteen Reasons Communities Should Plan

1. Planning proactively provides predictability.
2. Plans drive constructive change in a long-range context.
3. Communities that don't plan are unprepared for opportunities and unforeseen challenges.
4. The planning process builds momentum and support and prioritizes projects.
5. Plans ensure initiatives are not redundant or unfocused.
6. Planning ahead is more cost-effective than reacting to problems.
7. Plans make it easier for the private sector to assess the costs and benefits of development.
8. Plans offer continuity through political cycles and staff turnover.
9. Plans improve a community's ability to compete for economic activity or effectively apply for grants.
10. Plans help communities conserve or preserve areas of historic, community or environmental importance.
11. Planning improves community and public engagement.
12. Planning makes it easier to secure project funding.
13. Government agencies and private-public partners want to see how a proposed project fits within a bigger picture of long-range planning. Some agencies will not fund projects without planning documentation.