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## RESOURCE SUPPORT IN ADMINISTRATIVE - TERRITORIAL UNITS FINANCIAL POTENTIAL INCREASE

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*Summary. An analysis and practical recommendations concerning usage of resource base of administrative-territorial units' financial potential development are presented in the article.*

**Key words:** *financial potential, administrative-territorial unit, development reserves, resource base of financial potential development.*

Investigation of the main components of administrative units' financial potential resources, including: natural and historical features, economic capacity, investment processes, small business development, human capital; provided the possibility to determine factors that affect imbalance in local budgets.

Ukrainian regions were divided into three clusters depending on their financial potential level: low, medium and high. Financial potential was estimated on the basis of three groups of indices: available financial resource, socio-economic development and financial stability.

Measures to improve the financial potential of administrative units were proposed. They were proved by the results of analysis of the financial potential components and factors, which influence them, evaluation of state resource support and identified reserves.

Threats for further growth were determined for Ukrainian regions with high level of financial potential. For example, the main threat for Dnepropetrovsk region is low social standards of human development areas. However, favorable investment climate can provide external financing, which is the key op-

portunity for this region.

The analysis of financial potential resources for regions with medium level (e.g. Kharkiv region), the experience of accumulating and distribution of financial resources provided the possibility to propose measures to improve the financial potential. Among them: the introduction of legal regulation for effective use of natural resources, restoration of functioning industrial complex, implementation deliberate policy on employment, attraction of external financial resources, which were proved to be reasonable and in compliance with effective use of own reserves.

For regions with low financial potential (e.g. Khmelnytskyi region) increase can be achieved through development of agriculture to support economic growth, reduction of fiscal pressure to create more favorable conditions for the operation of small businesses, raising the professional and educational qualifications of the economically active population in the field of business, raising tourism potential, which is ensured by recreational resources, low environmental load, favorable climatic conditions and geographic location.

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