

Phillips County Economic Development 2016 Strategic Plan

Phillips County Economic Development Corporation will be a resource-driven catalyst for economic development throughout Phillips County



Updated 3/1/2016

2016-2018 Strategic Plan

The Board of Directors identified numerous priorities and areas of focus. Through this process, the PCEDC has developed clear goals, strategies and performance measures, as outlined in an implementation Plan matrix to guide the long-term economic development of the County.

Objective I: Broaden Community Outreach

A. Formalize stakeholder engagement efforts to enhance and expand partnerships and awareness of Phillips County opportunities.
1. Create and maintain current lists of businesses, non-profits, volunteer and professional opportunities, and resources for the private sector.
2. Complete a stakeholder analysis form and update monthly.
3. Develop and distribute current communication material to broad range of partners as appropriate.
4. Establish a regular annual or bi-annual meeting of regional partners to share information.

Objective II: Build County Economic Development Capacity

A. Explore strategies and partnerships for enhanced infrastructure and housing.

1. Host an educational session about housing authorities, Community Development Corporations, and other resources to support attainable housing programs.
2. Conduct an inventory of underutilized buildings and opportunity sites.

B. Identify and focus on 3-5 key underutilized agricultural parcels in the community that might serve as a catalyst for Commercial and Industrial projects.

1. Review processes that can demonstrate the return on investment of property development opportunities. Such creating a proforma to show potential revenue generation of a given parcel.
2. Research tools to showcase investments opportunities such as OppSites, or the OEDIT In-Site or site selection tools.

C. Establish a series of processes to retain and engage youth and young adults for increased human capital and workforce enhancement.

1. Create an implementation matrix for the Daniel Fund grant to outline objectives, tasks, and responsible leader.
 - a. Youth Entrepreneurship Camps: Consider employment of youth or young adults as paid mentors and presenters at the camps. Engage local business leaders.
 - b. Health Career Development: Use Sedgwick County model to develop this program. Target dentists and other professions needed locally.
2. Workforce Development Apprenticeships and Civic Engagement Programs:
 - a. Create an application process for businesses or public agencies to apply for summer interns, highlight the learning opportunities for students. Target under-represented employment sectors such as electrician, accountants, plumbers, dentists, etc.
 - b. Create promotional materials and engage students through school based informational sessions
 - c. Build sustainable practices into the program development. For example, hold an annual student achievement award ceremony and work with local rotary or other giving institutions to develop financial incentives for student engagement with business and civic

life. Consider the business sectors you are targeting to see if you can incentivize students to work/train in those fields.

- d. Create RFP/interview process for the portions of the grant that will be contracted. Consider how to leverage this role for complimentary activities.

D. Broaden leadership development opportunities.

1. Utilize stakeholder analysis and quarterly meetings to identify and communicate with key leadership groups in the County about their role as champions.
2. Develop a process for each entity to complete an annual questionnaire that highlights opportunities for engagement and volunteerism. Use this to create a catalogue for engagement opportunities.
3. Create a one-stop shop for volunteer recruitment so that volunteers list their skills or interest areas and check off the different organizations they would like to learn more about.

E. Create a Community Foundation/Fund

1. Explore opportunities to partner with existing northern Colorado foundation(s) in Ft Collins and Sterling. Analyze the feasibility of creating a new 501 (c) (3) foundation in Phillips County.
2. Utilize analysis to develop a plan for stakeholder engagement.
3. Utilize stakeholder input to develop a plan and timeline for moving forward with the structure that is most supported by the community

Objective III: Enhance Board and Organizational Development

A. Board Training and Recruitment:

1. Hold a half-day training for board members to assess the level of commitment and how best to structure board management.
2. Create materials to guide recruitment and engagement with the board. Including board recruitment matrix; board member contract that includes annual expectations, board member job descriptions and an evaluation process for board members and staff. Consider having each board member select the project or projects from the implementation matrix (if they have not already). *Remember that the board governs but staff manages operations.*

A. Benchmarks and Evaluation:

1. Create an annual process for reviewing the strategy, acknowledging successes (within the board and to the county), and determining when a change in course is needed.

B. Resources for Shared Information:

1. Utilize Google Drive for file sharing information. Post several folders e.g. Board Materials, Project Folders, Communications, etc.

C. Planning and Reporting:

1. Use the draft implementation matrix to outline your strategy for implementation and tracking. Identify who will take the lead on specific tasks and parts of the plan and what the finished deliverable products will be at each stage.