

KCAD Economic Development Strategic & Action Plan

2019-2021



Focus: Business Retention & Expansion

Estimated Completion Date: 2019-2021

Strategies (How do we get it done?)

- BRE Program
 - Review data and develop programs as necessary
 - Business support where needed
 - 20+ visits recorded
- Progressive Business Group – quarterly
- Keith County Target Industry Analysis
 - Complete – August 2019
 - Focused marketing/recruitment as determined by study
- LB840 funds put to work

Responsible Person(s):

- KCAD Staff, KCAD Board of Directors (as appropriate)

Potential Partners:

- NPPD, Black Hills Energy, MPCC, DED, Chamber of Commerce, Paxton Business Association

Metrics:

- Business participation and feedback in programs
- Progressive Business Group attendance numbers
- Business growth
 - Expansions
 - New recruits

Focus: Workforce Development

Estimated Completion Date: 2019-2021

Strategies (How do we get it done?)

- EXCEL Tours
 - Fall 2019
 - HS & MS
 - Spring 2020
 - HS & MS
 - Metrics created to track program success
- Workforce Recruitment Program (Tuition Reimbursement)
 - Keep promoting
 - 2 new contracts in 2019-2020
 - Newsletter success story feature
- Department of Labor – more visibility in Keith County
 - Have a DOL section in each of our newsletters?
- Workforce training opportunities
 - DOL, LB840, etc.
- Job Fair
 - Unique fall event

Responsible Person(s):

- KCAD Staff

Potential Partners:

- MPCC, DED, Department of Labor, area schools, Chamber of Commerce

Metrics:

- EXCEL Tour feedback (businesses & students)
- Workforce Recruitment Program
 - Signed contracts
- DOL – newsletter presence
- Job Fair completion

Focus: Small Business & Entrepreneurship Development

Estimated Completion Date: 2019-2021

Strategies (How do we get it done?)

“From-the-ground-up approach.”

Foster entrepreneurship among youth, emphasize small-town living, refine local infrastructure.

- KC Launch Business Competition in Partnership with MPCC
- Progressive Business Group – quarterly
- Revolving Loan Fund
 - Constantly marketing
 - Newsletter, organization meetings, radio, social media, website, etc.
 - Feature success stories
 - Remind businesses when making “connection calls”
- Share success stories in the newsletter
 - Feature local entrepreneurs “Start-up Successes”

Responsible Person(s):

- KCAD Staff

Potential Partners:

- MPCC, KCFF, local banks, DED, Chamber of Commerce, local schools

Metrics:

- Progressive Business Group attendance numbers & feedback
- Revolving Loan Fund
 - Applications received
 - Actual monies disbursed
- Newsletter features

Focus: Community Development & Housing

Estimated Completion Date: 2019-2021

Strategies (How do we get it done?)

Community Development:

- Keith County Revitalization
 - Work closely with the KCFF
- Downtown Revitalization efforts
 - Façade improvement program
 - Focus on a specific area for two years
 - Tiered reimbursement based on where contractors are located

Housing Development:

- Work closely with the Keith County Housing Development Corporation to develop housing projects which fall in line with the 2017 Housing Study
 - Infill lot development
 - Vacant building conversion
 - Subdivision development
 - Purchase, rehab, resell
- Put LB840 funds to work
- Housing Incentive Growth Fund monitoring
- Rural Workforce Housing Fund Plan
 - Implement fund and monitor performance

Responsible Person(s):

- KCAD Staff

Potential Partners:

- City of Ogallala, KCFF, WCNDD, Keith County Housing Development Corporation, CRA, DED, Chamber of Commerce, USDA

Metrics:

- Revitalization project funded and put in motion

- Housing –
 - Housing programs development in line with housing study
 - # of new homes supported with local programs

Focus: County-Wide Marketing Efforts

Estimated Completion Date: 2019-2021

Strategies (How do we get it done?)

- Explore options for a Keith County rebranding project
- Quarterly newsletter
 - Constant Contact subscription
 - Used for more than just newsletters
- Structured social media presence
 - Facebook
 - Instagram
- Updated, modern website
 - Update each month
 - Video
 - Testimonials
- Promotion of available sites & buildings
 - LocationOne Information System (LOIS)
 - Website
 - Facebook
 - Newsletter

Responsible Person(s):

- KCAD Staff

Potential Partners:

- KCFF, Visitors' Committee, City, County, Chamber, MPCC, DED, area schools

Metrics:

- Quarterly newsletter sent out – February, June, September, November
- Consistent social media presence
- Website continually updated
- LOIS
 - Updated weekly
 - Information shared

Focus: Business & Industry Attraction

Estimated Completion Date: 2019-2021

Strategies (How do we get it done?)

- LB840 approved plan as guide
- Target Industry Analysis - NPPD
 - Create a strategy for marketing to those industries
 - Make sure KCAD efforts align with study recommendations
 - Educate community on needs vs. wants
 - Site Ready Assistance Program - NPPD
- Review and respond accordingly to Request for Information (RFI) from DED, NPPD, Black Hills or any direct contacts from business prospects or consultants
 - Analyze RFI requirements to site/local assets
- LOIS is continually updated
 - Make community “rounds” weekly & update
- As time allows, participate with regional and other economic development partners on shows, conferences, etc.
 - NPPD, DED, MPCC

Responsible Person(s):

- KCAD Staff, KCAD Board of Directors (as appropriate)

Potential Partners:

- NPPD, Black Hills Energy, MPCC, DED, City, County, NEDA

Metrics:

- Work on marketing material to reflect target industries
- RFIs responded to, as appropriate
- LOIS – weekly updates tracked with calendar
- North Business Park – committee established February 2018
- Conference Participation
 - dependent on scholarship receipts via NEDA, Black Hills, NPPD, etc.

Focus: Long-Term Economic Development Funding

Estimated Completion Date: 2019-2021

Strategies (How do we get it done?)

- Annual Investment Campaign - \$25,000 goal
 - Strategic meetings with key partners
 - How do we benefit them???
- Public education about ED
 - Monthly presentations (Optimists, Kiwanis, etc.)
 - Midwest Opinions – quarterly
 - Newsletter
 - Good working relationship with KCN
 - Testimonials from residents of Keith County
 - Social media, website, radio, newsletter

Responsible Person(s):

- KCAD Staff, KCAD Board of Directors (as appropriate)

Potential Partners:

- DED, City, County, investors, Keith County Community Foundation

Metrics:

- Funding Contract
 - Funding agreement renewed
- Public Education
 - Newsletter sent out
 - Monthly presentations tracked on calendar
- Half Cent Sales Tax (LB840) – our efforts are dependent on direction received from the City

Focus: Professional/Staff Development

Estimated Completion Date: 2019-2021

Strategies (How do we get it done?)

- Sherwood Community Catalyst Program participant – 2019-2021
- Member of Nebraska Diplomats
- NEDA member and attend conferences
- IEDC member and attend conferences/trainings as appropriate
- Continually exploring ways to better ourselves as ED professionals

Responsible Person(s):

- KCAD Staff (Executive Director)

Potential Partners:

- NPPD, Black Hills Energy, DED, NEDA, IEDC

Metrics:

- Nebraska Diplomats membership and conference attendance
- Others are dependent on conference schedules and ED availability