



2009 Program of Work



PROGRAM AREA: BUSINESS DEVELOPMENT

GOAL:

Continue existing business assistance and expansion within Valley County (ONGOING)

ACTION PLAN: Develop monthly business visitation program to better understand needs of local businesses

Responsible Party: Caleb Pollard/Nancy Glaubke

ACTION PLAN: Educate and promote available business loan programs and incentives

Responsible Party: Staff, Economic Development & Chamber Boards

ACTION PLAN: Conduct Annual Business Retention & Expansion visits (**APRIL 2009**)

Responsible Party: Staff, NE Department of Economic Development, Chamber Board

ACTION PLAN: Offer relevant business trainings for area businesses.

Responsible Party: Staff, Chamber & ED Boards

GOAL:

Develop Valley County as the leading entrepreneurial community in Nebraska (ONGOING)

ACTION PLAN: Develop comprehensive entrepreneurship pipeline with Area High Schools

Responsible Party: Caleb Pollard/Nancy Glaubke, Chamber & ED Boards, Area schools, Central Community College, NSTEP

ACTION PLAN: Develop quality business plan writing competition

Responsible Party: Staff, Economic Development & Chamber Boards, NSTEP

ACTION PLAN: Enhance robust capital, loan and incentive program for local start-ups

Responsible Party: Staff, Economic Development & Chamber Boards, NSTEP, Investment Club

ACTION PLAN: Develop a business incubator

Responsible Party: Staff, Economic Development & Chamber Boards, NSTEP, Investment Club

GOAL:

Grow and develop overall workforce for area business (ONGOING)

ACTION PLAN: Determine employer workforce needs with integration in business visitation program
(APRIL 2009)

Responsible Party: Caleb/Nancy

ACTION PLAN: Develop system to match employer workforce needs with available workforce
(DECEMBER 2009)

Responsible Party: Staff

ACTION PLAN: Initiate customized job training grant writing for business needs *(As needed)*

Responsible Party: Staff

PROGRAM AREA: COMMUNITY DEVELOPMENT

GOAL:

Initiate internal marketing campaign for Valley County (MAY 2009)

ACTION PLAN: Determine funding options for image campaign

Responsible Party: Staff

ACTION PLAN: Seek proposals from various marketing/public relations firms for such campaign

Responsible Party: Staff

ACTION PLAN: Work with Jeff Yost and HTC principles to develop branding strategy for rural communities

Responsible Party: Staff

ACTION PLAN: Select firm to assist with campaign and develop program and timeline

Responsible Party: ED & Chamber Boards

ACTION PLAN: Integrate campaign with website, blog and print media

Responsible Party: Staff

GOAL:

Continue to pursue Central Community College for campus in Ord (ONGOING)

ACTION PLAN: Continue communication with CCC regarding available locations for campus.

Responsible Party: Staff

ACTION PLAN: Offer Economic Development building as interim location for CCC set-up

Responsible Party: Staff

ACTION PLAN: Facilitate additional sessions as needed with CCC and key players for the long term growth and presence of CCC in Ord (*as needed*)

Responsible Party: Staff and ED/Chamber Boards

GOAL:

Grant writing for community projects (housing, infrastructure, tourism, REDLG, etc) (ONGOING)

ACTION PLAN: Keep abreast of current and new grant programs on a state and federal level.

Responsible Party: Staff

ACTION PLAN: Seek interest and approval to proceed with grant applicant at least three months in advance of grant deadline.

Responsible Party: Staff, applicant

ACTION PLAN: Acquire commitment(s) for necessary grant match from appropriate entities.

Responsible Party: Staff

ACTION PLAN: Prepare and submit application.

Responsible Party: Staff

GOAL:

Assist in the development of community amenities for area (ONGOING)

ACTION PLAN: Parks and Recreation – Assist with possible planning and grant applications

Responsible Party: City of Ord, Chamber Board & Staff, Jaycees, Rotary

ACTION PLAN: Extend walking trail – Assist with possible planning and grant applications

Responsible Party: City of Ord, Chamber Board & Staff, Rotary

ACTION PLAN: Ballfields – Assist with possible planning and grant applications

Responsible Party: City of Ord, Ord City Council, Planning Commission, ED Director, Chamber Board & Staff, Rotary

ACTION PLAN: Kids recreation & community center – Assist with planning and grant applications

Responsible Party: City of Ord, Ord City Council, Parks Committee, Planning Commission, ED Director, Chamber Board & Staff, Jaycees

PROGRAM AREA: HOUSING

GOAL:

Implement New Neighborhoods Initiative (ONGOING)

ACTION PLAN: Collaborate with partner organizations to begin planning, engineering, construction and marketing of New Neighborhood.

Responsible Party: Staff, ED & Chamber Board, City Council, County Board, Housing Task Force, Investment Club

ACTION PLAN: Implement project specific requirements (*as needed*)

PROGRAM AREA: ORGANIZATION

GOAL:

Organize quarterly joint meeting with area government bodies (OCTOBER 2009)

ACTION PLAN: Meet with public boards to determine desirability.

Responsible Party: Staff & ED & Chamber Boards

ACTION PLAN: Work with Heartland Leadership to design joint meeting structure

Responsible Party: Staff

ACTION PLAN: Schedule first annual date for Fall 2009 and publicize accordingly.

Responsible Party: ED Staff and Chairpersons of each board.

PROGRAM AREA: RECRUITMENT AND MARKETING

GOAL:

Recruitment of new business (ONGOING)

ACTION PLAN: Implement 2008 Valley County Economic Targeting study in recruitment plans

Responsible Party: Staff

ACTION PLAN: Utilize new website and blog to recruit, retain and engage area families in the community.

Responsible Party: Staff

ACTION PLAN: Update LOIS & NEDI sites on ongoing basis.

Responsible Party: Staff

ACTION PLAN: Develop marketing plan & materials for target industries.

Responsible Party: Staff, NPPD, Rural Designs, Recruitment Task Force

ACTION PLAN: Build robust tourism and promotions campaign in conjunction with new website
(APRIL 2009)

Responsible Party: Staff

GOAL:

Find tenant for new spec building. (ONGOING)

ACTION PLAN: Market spec building for identified industries in target report.

Responsible Party: Staff, ED Board, Investment Club

GOAL:

Find tenant for Hamilton Building. (ONGOING)

ACTION PLAN: Market building for identified industries in target report.

Responsible Party: Staff, ED Board, GLVA

Not Included in 2009 Plan

Perhaps we might want to prioritize that group to get a consensus on "if we found the time and resources, which activity would you like to see us pursue next?" Then as we accomplish some of the other action items we might be able to begin working on the next one from this list but I would not put a time frame on any of these.

- Research on how to increase endowment in Valley County
- Initiate potential Chamber organizational changes
- Develop specific tour packages for target markets
- Initiate joint public board meetings
- Enhance community promotions