



York County Development Corporation

2018 3-year Strategic Plan

Strategic Planning Session held November 21, 2017

Approved by YCDC Board of Directors January 23, 2018

Facilitated By



Nebraska Public Power District

"Always there when you need us"

YCDC's Mission - To promote, encourage, and facilitate *quality growth* of York County Nebraska.

Goal Statement: Increase number of quality housing units in York County.

Why?

According to the 2016 York County Housing Study, York County needs 588 units by 2025 countywide assuming a 1% growth rate per year. Half of those units need to be rental units.

Strategies

- Work with communities to improve or demolish poor quality/sub-standard units.
- Identify available sites for housing development.
- Build relationships with realtors, contractors, developers, and lenders.
- Continue to work with York County Health Coalition on rental license program.
- Stay current with funding mechanisms.
- Ensure Development Coordinator position remains funded and filled.
- Develop a housing program with employers.
- Explore possibility of spec infrastructure for housing.

Measures of Success

- A current listing with pertinent data for available sites for housing development available at YCDC office.
- Number of housing projects increasing.
- Track number of demolition and building permits for new construction and major renovation (\$20,000+).

Action Plan

- Follow recommendations of 2016 York County Housing Study.
- Integrate new ideas based off of best practices or case studies.

Timeline

- Ongoing but tracked annually and update as needed.

Partners & Potential Resources

- Employers
- Housing Authorities
- York County Health Coalition
- Communities and County
- Realtors, Contractors, Developers, and Lenders
- Nebraska Investment Finance Authority
- SENDD
- DED
- USDA
- York Investment Club
- McCool Investment Club
- Henderson Investors

Goal Statement: Support quality business growth in York County.

Why?

We want to diversify the business and tax base in York County through a targeted business approach.

Strategies

- Continue to have a controlled site with due diligence and master planning completed.
- Identify available sites for business development.
- Build relationships with businesses, realtors, contractors, developers, lenders, site selectors, and brokers.
- Increase local funding mechanisms and stay current on additional funding resources.
- Continue to foster and support start-up and entrepreneurial efforts.
- Continue business resource meetings.

- Continue educational opportunities for businesses and communities.
- Continue to improve York County's business friendly environment.
- Utilize local success stories, technology and video to tell York County's story.
- Integrate new ideas based off of best practices or case studies.

Measures of Success

- Increase in the median wage/household incomes for York County.
- Increase in property tax receipts.
- Increase in sales tax revenues.
- Increase in school enrollment.

Action Plan

- Continue to follow YCDC Marketing Plan.
- Continue to track business openings and closings in York County.

Timeline

- Ongoing but tracked annually and update as needed.

Partners & Potential Resources

- Communities and County
- Employers
- York County Health Coalition
- York College
- Southeast Community College
- REAP
- SBA
- NBDC
- Realtors, Contractors, Developers, and Lenders
- SENDD
- DED

- USDA
- Utility Providers
- Local schools
- York Investment Club
- McCool Investment Club
- Henderson Investors

Goal Statement: Make York County the place one wants to live and work in. Strengthen educational programs and opportunities to fill the skills gap.

Why?

York County has business growth opportunity that will be difficult to meet without growing our population and having the skills matched up to the jobs.

Strategies

- Outreach to York College students and alumni.
- Ensure Development Coordinator position remains funded and filled.
- Continue to identify opportunities with businesses and educators to help prepare current and future workforce.
- Increase local funding mechanisms and stay current on additional funding resources.
- Continue to foster and support start-up and entrepreneurial efforts.
- Continue to strengthen the relationships with educators and businesses.
- Market outside of Nebraska for talent attraction.
- Stay engaged with Statewide Talent Initiatives and Connecting Young Nebraskans.
- Utilize local success stories, technology and video to tell York County's story.
- Identify top H3 positions for job/talent recruitment in York County.
- Provide industry tours for educators.
- Continue to facilitate Career Day and Job/College Fair.
- Integrate new ideas based off of best practices or case studies.

Measures of Success

- Increase in number of households in York County.
- Increase in population.

Action Plan

- Keep labor study and salary/benefit analysis data current (two-year timeframe).
- Continue to market available positions in York County.
- Implement recommendations in Marketing Hometown America initiative.

Timeline

- Ongoing but tracked annually and update as needed.
- Identify H3 jobs within 3-6 months.
- Update labor information in 2018.

Partners & Potential Resources

- Communities and County
- Employers
- York County Health Coalition
- York College
- Southeast Community College
- SENDD
- DED
- Utility Providers
- Local schools
- York Community Foundation