York County Development Corporation

Strategic Planning Session

January 7, 2015

Polling Results

Prepared by:
Nebraska Public Power District

MISSION STATEMENT

To promote, encourage, and facilitate quality growth of York County Nebraska

STRENGTHS

- Midwestern values
- bright, smart people
- work ethic
- location
- clean air and water
- schools
- colleges
- low crime rate
- quality of life
- affordable
- lots of opportunities - personal and professional
- families moving back to community - involvement in the community
- strong ag community
- tourism
- strong leadership in Chamber and development corporation
- great convention center
- strong health system
- community - financial resources
- strong relationships with community leaders (city officials)
- paid fire and police
- committed volunteer base
- cultural opportunities
- city sales tax is a positive
- lots of churches – choices
- commuting patterns – countywide
- diversified economy – mix of ag and industry
- location – 80/81
- recreation facilities
- countywide effort – partnership between communities
- local media (newspaper, radio, social media, website)
- more aggressive with infrastructure issues/projects

CHALLENGES

- broadband issues - throughout the county
- LB840 funding is needed
- qualified workforce
- affordable and available housing
- health issues - countywide - education
- changing demographics
- diversity
- lack of engagement for singles - events to meet people -events/activities
- York location -
- proximity - spousal employment
- weather
- maintaining a quality water supply
- shopping- variety of stores - retail
- healthcare - specialized care - need to go outside of York
- locating next industrial site - options/purchases with landowners
- identify land for building homes
- cheaper to buy land outside of York (homes) economy - mix of ag and industry

1.) ***Goal Statement: Retention and expansion of existing businesses***

Estimated Completion Date:

Strategies (How do we get it done

- Business Retention expansion (BRE) Visits
- Utilize e-Synchronist for tracking
- Corporate headquarter visits
- Provide information and education business
    - Workshops – financing programs, business start-ups; disaster planning, succession planning; worker training, customer service, legislative issues, economic development 101, generational differences, human resources
    - Development coffees/breakfasts/lunches
    - Email information out to members and through Chamber Chat as appropriate
- Create a learning opportunity/training center
    - Work with YPS, manufacturers, SECC on development of programs, facility
- Conduct Appreciation to members and other businesses
- Conduct appreciation to members and other businesses
- Create a value added ag group focused on Ag-related opportunities
- Have traveling office hours in each community

Action Plan (Who does what? When?)

Timeline:

Dollars Needed & Possible Sources:

Responsible Person (s): YCDC staff

Potential Sources of Assistance:

2.) ***Goal Statement: long term economic development funding and economic education (new goal 2015)***

Estimated Completion Date:

Strategies (How do we get it done?)

- LB840
    - complete action plan – create an advisory committee
- Public private partnerships
- TIF
- Foundations – explore/research
- memberships
- investor clubs

- ED -communications/education of why it is important
    - Media
    - Outside resources – USDA, DED, site selection consultants
- Testimonials
- Research what other communities are doing – other Economic Development professionals – inside and outside of state
- Comprehensive Plan – highlight features of what economic development is – each month – newsletter, radio, newspaper, social media
    - Paragraph to the city council – once a month – city minutes – what is happening – educating the voters
    - Post at colleges and existing businesses

Action Plan (Who does what? When?)
Timeline: on-going
Dollars Needed & Possible Sources:
Responsible Person (s):
Potential Sources of Assistance: DED

3.) Goal Statement: Develop a strategy to address telecommunications for the county. (Broadband) (New goal 2015)
Estimated Completion Date:
Strategies (How do we get it done?)

- Feedback from businesses – existing BRE's – survey the rest of the population/survey
- State Broadband committee
- Medical/health Broadband representatives
- Potential businesses/prospects
- Contact schools and colleges
- Committee needs to be formed – contact provider
    - Someone that understands the industry
    - Existing business owner spokesperson
- Providers here first then corporate - needs

Action Plan (Who does what? When?)
Timeline:
Dollars Needed & Possible Sources:
Responsible Person (s): Lisa, committee

Potential Sources of Assistance: schools, colleges, existing businesses, broadband committees, Jim Keeler, city officials, county commissioners

4.) Goal Statement: Recruitment of new businesses

Estimated Completion Date:

Strategies (How do we get it done?)

- Conduct target industry study update
  - Look at Batelle recommendations for county
  - Develop a strategy for marketing to those industries
  - Review industry updates from association and compare with local area
- Increase inventory of available sites & buildings
  - Conduct analysis of all properties in phases
  - Look for potential new areas for industrial development
- Establish industrial/business/transportation park
  - Continue to work with city of York on identification
- Create & market virtual buildings and site build outs
  - Work with appropriate partners on establishing buildings and guidelines
  - Work with appropriate partners on completing site build outs
- Participate with regional and other economic development partners on shows, conferences, etc.
  - Lincoln Area Development, NDED, I-80 Coalition, NPPD, NDED
  - Regional marketing efforts
  - FAM tours
- Develop relationships with site consultant and industry leaders
  - Participation in IEDC, Diplomats, NEDA, MAEDC
  - Do call trips that includes site consultant visits
  - Quarterly calls with existing relationships
- Develop funding sources for business incentives
  - Look at potential discounts for land/buildings
  - Pools of money to assist new companies – form of loans of grants

Action Plan (Who does what? When?)

Timeline:

Dollars Needed & Possible Sources:

Responsible Person (s):
Potential Sources of Assistance:

5.) Goal Statement: develop an industrial site (New goal 2015)
Estimated Completion Date:
Strategies (How do we get it done?)

- Conduct analysis of all properties
- Look for potential new areas for industrial development
- Establish industrial/business/transportation park
- Continue to work with city of York on identification
- Create and market virtual buildings and site build outs
- Work with appropriate with partners on establishing buildings and guidelines
- Work with appropriate partners on completing site build outs
- Explore more options for land
- Review and implement Olsson Associates plan
- Identify financial resources
- Education – importance of the need for an industrial site – options
    - City and town council boards
    - County board

Action Plan (Who does what? When?)
Timeline:
Dollars Needed & Possible Sources:
Responsible Person (s): existing committee
Potential Sources of Assistance: Olsson Associates, city and county officials

6.) Goal Statement: develop a housing program (New goal 205)
Estimated Completion Date:
Strategies (How do we get it done?)

- Rehab homes
- Housing survey – what are the needs
- Visit with existing contractors, bankers, realtors (focus groups – what is needed)
    - Research what other communities are doing
- Consider outside contractors
- Free lot option –

- Funding options (LB840, TIF, new market tax credits, investment clubs
- Education – how to become a homeowner
- Disconnect from the generations
- Rehab dollars – identify homes
- Community housing committee/organization – need
- Review entities already involved in housing
- Countywide housing plan
- Attend housing conference

Action Plan (Who does what? When?)
Timeline: now
Dollars Needed & Possible Sources:
Responsible Person (s): Cindy, county housing taskforce
Sources of assistance: SENDD, Board, committee groups, NIFA, USDA, DED

7.) Goal Statement: Marketing Plan (Public Relations) (New goal 2015)
Estimated Completion Date:
Strategies (How do we get it done?)

- Working on a plan
- Working together with Chambers, review existing plan
- Combine marketing plan with all entities (city officials, county officials)
    - Joint meeting
    - Market the region
    - Tell your story – York County
- Visitors Bureau
- Commercials – highlight happenings in the county

Action Plan (Who does what? When?)
Timeline: now
Dollars Needed & Possible Sources:
Responsible Person (s): ED, Chambers
Source of assistance:

8.) Goal Statement: Develop a workforce plan and spousal employment opportunities (New goal 2015)

Estimated Completion Date:
Strategies (How do we get it done?)

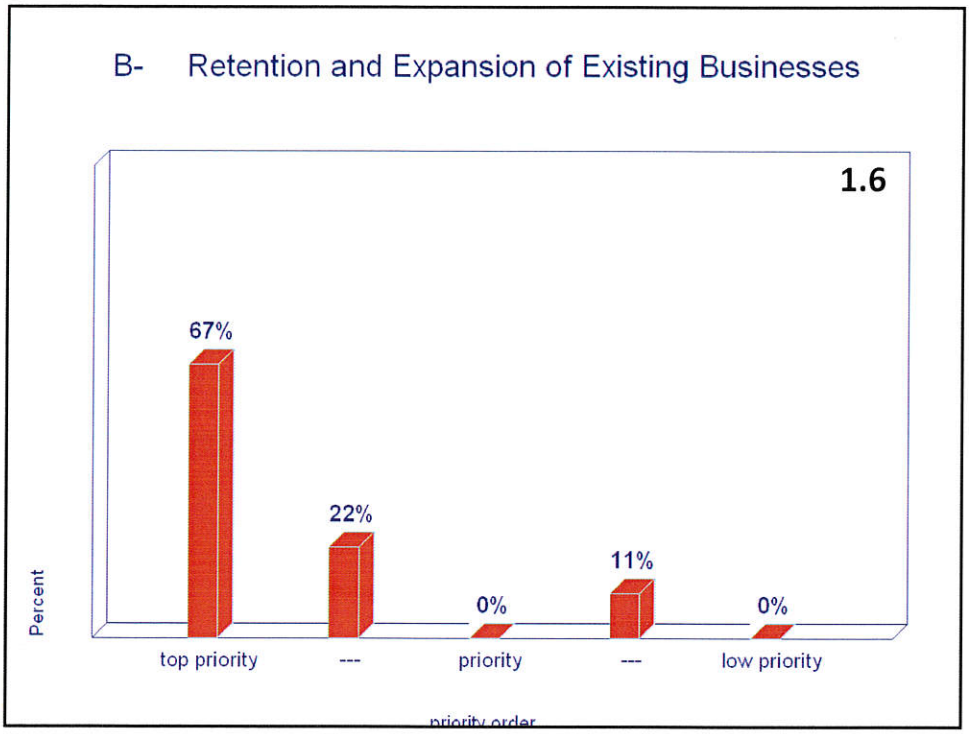
- Tri-county Fair Day
- Educational tours of businesses
- Agriculture – education
- Need for workforce representative contact
- Skill gaps – what do employers need
- Match jobs to the skill
- Future workforce – Career Academy's
- Intern programs
- Career pathways
- Nebraska Workforce Investment
- Vet programs
- Work with counter partners throughout the state
- Work with existing businesses on succession plans
- Identify what is needed in the communities/county
- Educate the parents/teachers on opportunities within the businesses

Action Plan (Who does what? When?)
Timeline: now
Dollars Needed & Possible Sources:
Responsible Person (s
Source of assistance :): schools, Nebraska Workforce Investment group

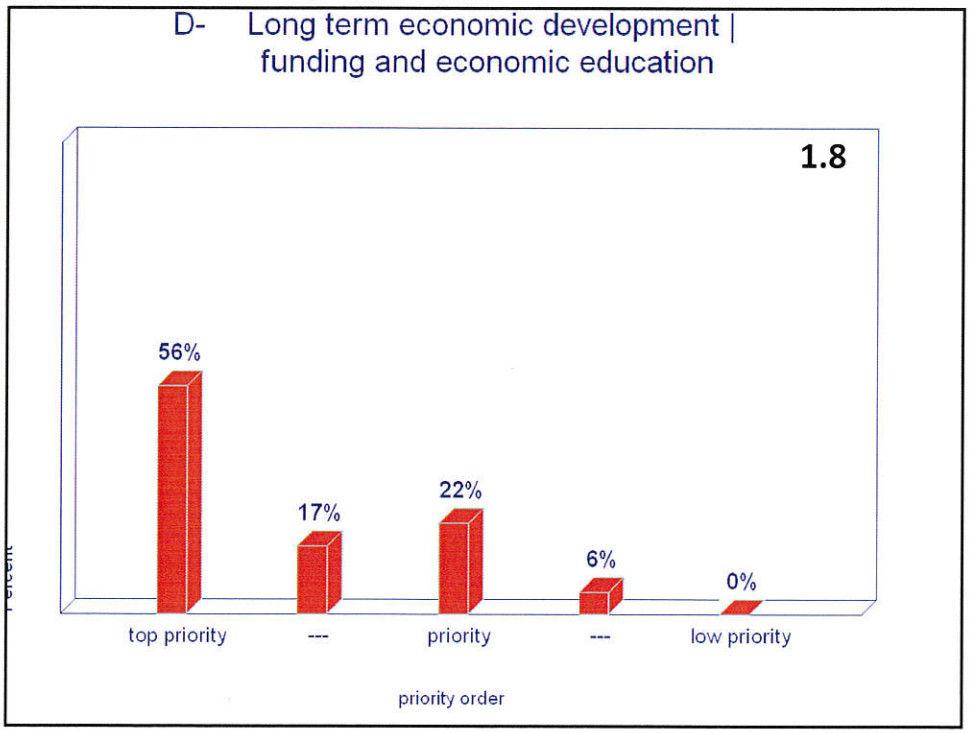
Goal 9: Small Business and Entrepreneurship

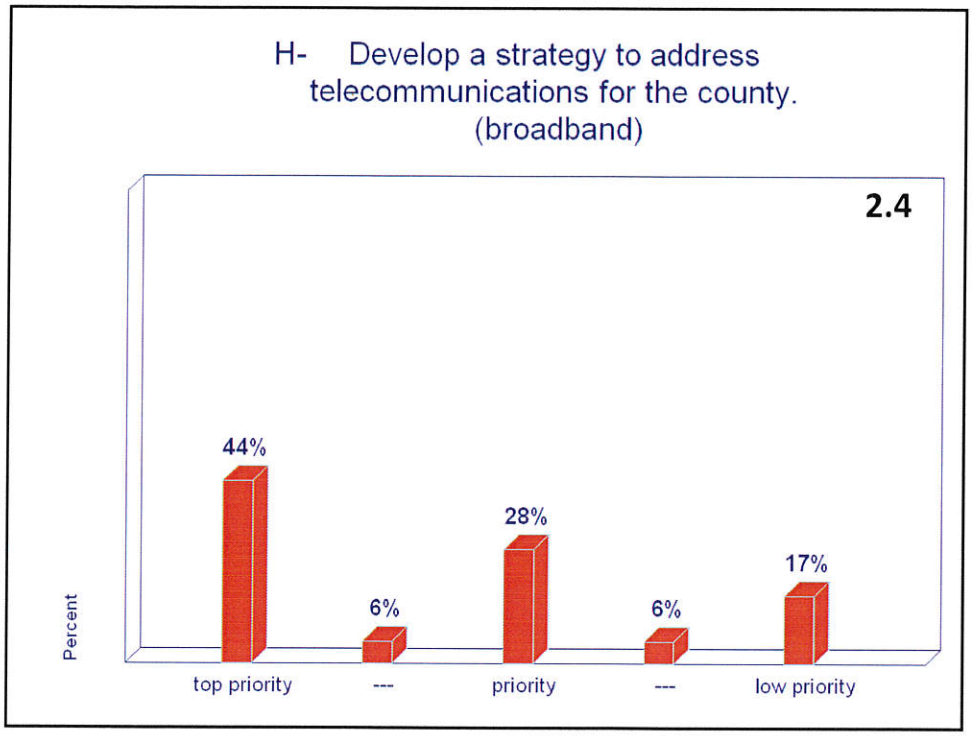
- Offer Business Development classes
- Utilize the Investment Club for Start-ups
    - Work with Investment Club on information piece for clients
- Establish a Mentoring Program
    - Identify potential mentors
    - Pair mentors/mentees
- Create a Young Professionals Group
    - Establish regularly scheduled meetings
    - Create a membership drive
- Garner Youth involvement and education
    - Work with YHS and York College on projects
    - Speak to students about possibilities

B- Retention and Expansion of Existing Businesses



D- Long term economic development | funding and economic education




H- Develop a strategy to address telecommunications for the county. (broadband)
2.4
Percent
44%
6%
28%
6%
17%
top priority
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priority
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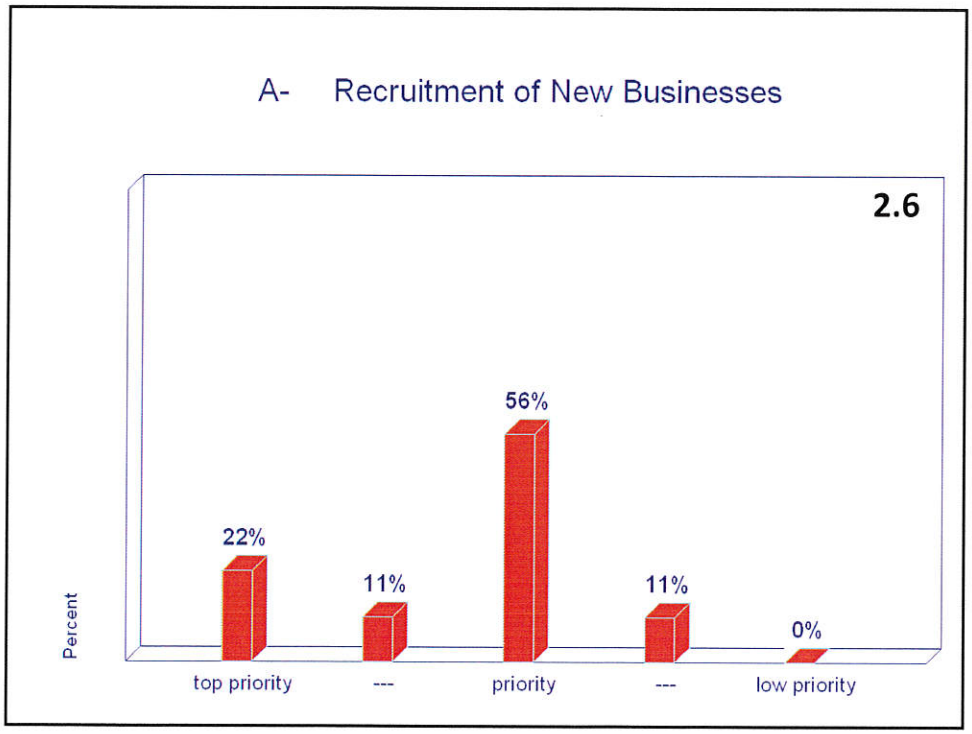
low priority


A- Recruitment of New Businesses
2.6
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top priority
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priority
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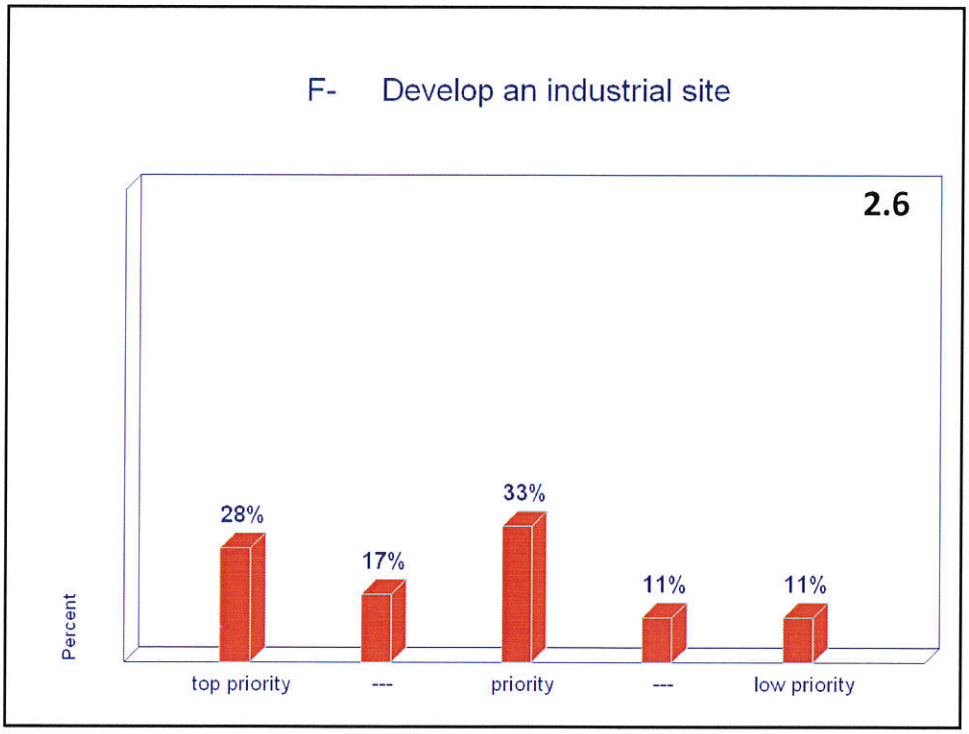
low priority


F- Develop an industrial site
2.6
Percent
28%
17%
33%
11%
11%
top priority
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priority
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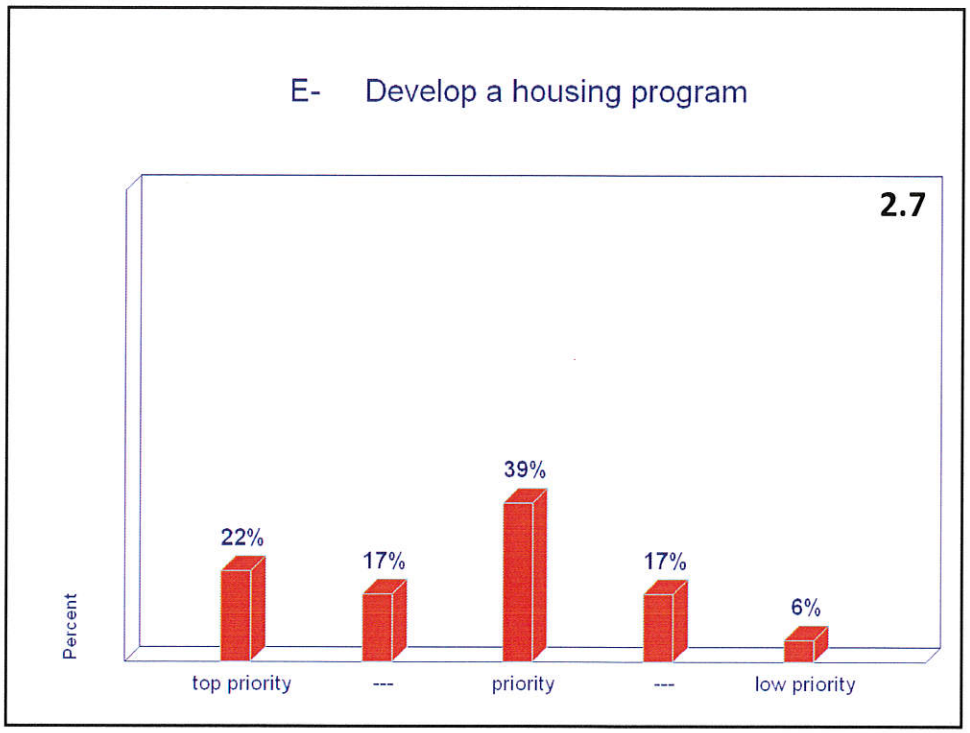
low priority


E- Develop a housing program
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17%
6%
top priority
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priority
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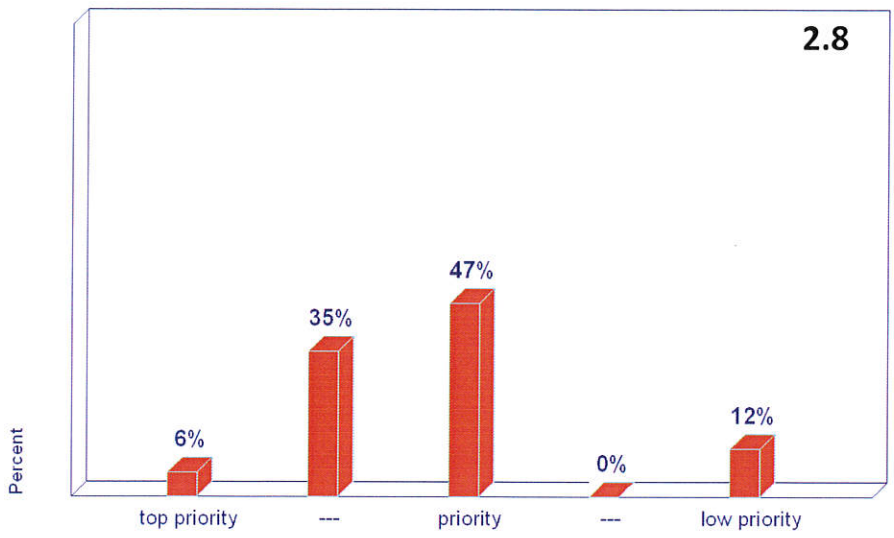
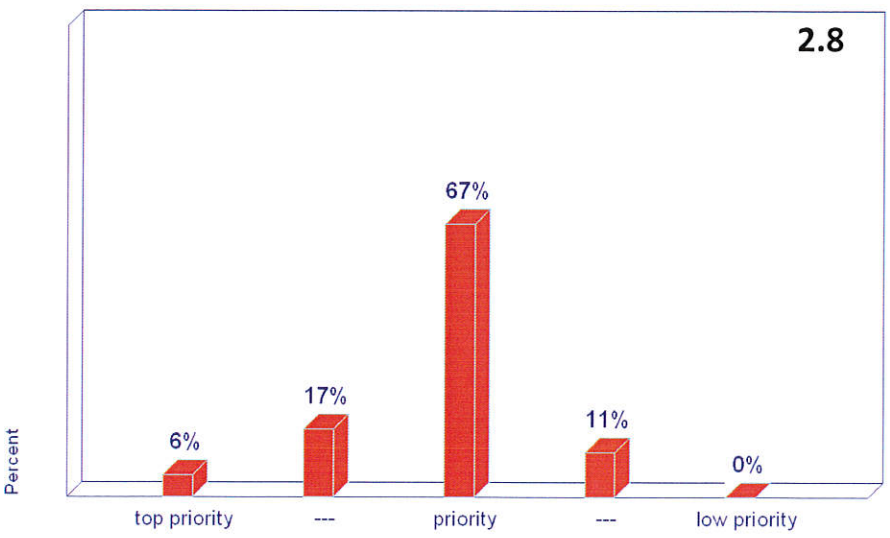
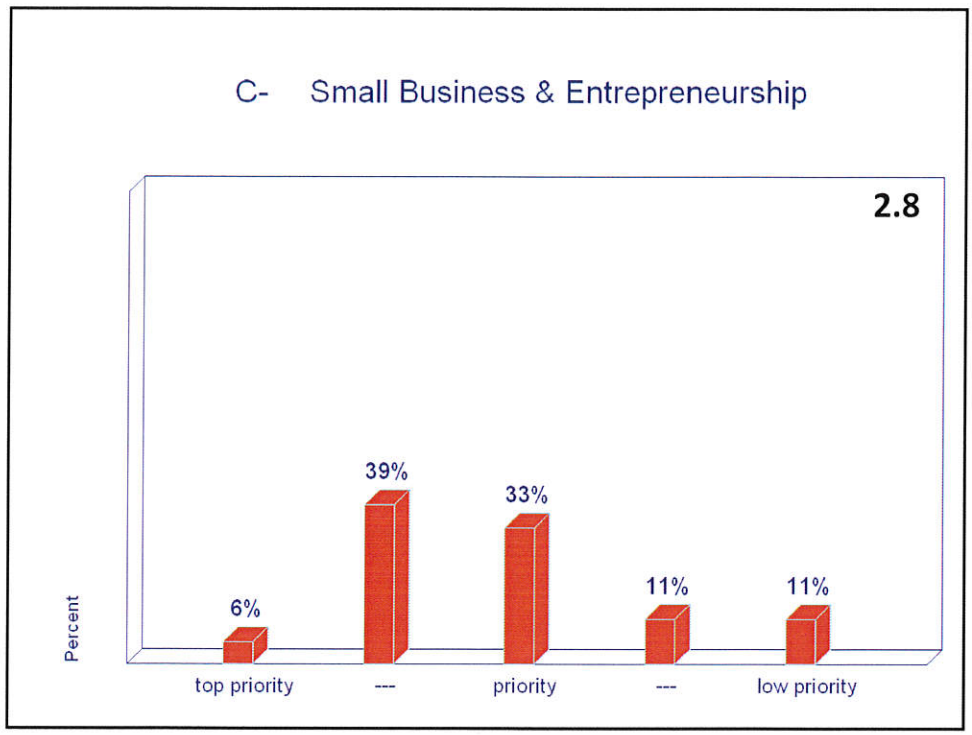
low priority

I- Marketing Plan (Public Relations)



G- Develop a workforce and spousal plan




C- Small Business & Entrepreneurship
2.8
Percent
6%
39%
33%
11%
11%
top priority
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priority
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low priority