

**Logan County Economic Development Corporation  
Strategic Planning**

**This document summarizes discussion held October 20 and 28, 2009. Presented for board approval on December 3, 2009**

Strategic Planning Committee: Loretta Davidson, Chair, Sandy Glaser, Dan Long, Jim Neblett, Kim Sellers, Rich O'Connell

The Strategic Planning Committee reaffirmed the following key tenets before beginning work:

- Our strategic plan will be concise
- Our strategic plan will lay out specific goals and tasks
- Our strategic plan will be attainable within the next 1 – 3 years
- Our strategic plan will be narrow in scope covering LCEDC tasks and not spread to cover areas of responsibility for other entities i.e. City or County government issues.
- Our strategic plan when executed will bring tangible value to the people of Logan County

**The Mission of the Logan County Economic Development Corporation is to provide leadership and assistance to all Logan County communities in their efforts to grow, while improving their economic stability and diversity.**

**I. Economic Development Toolbox**

a. Website Improvements

- i. Continue to improve with assistance by web consultant
- ii. Website redesign in process 10/2009
- iii. Update Fast Facts
- iv. Reduce bio info on board members
- v. Work with City Dept.of Public Works on request for digital maps
- vi. Work on flood plain mapping as able

b. Tools

- i. Fast Facts updated and available in multiple medias; including online, hard copy, and CD.
- ii. Maps / Overlays – GIS Aerial photography w/layers of information regarding utilities, water, and transportation links.
- iii. Flood Plain Assistance Link
- iv. Grant Links
  1. Downtown Development
  2. USDA Rural Development
  3. Revolving Loan Fund
  4. SURA
  5. State and Federal Grants

c. Marketing media including flash drives and videos

- i. Update files/videos for specific industry groups.

## **II. Industrial / Commercial Property**

- a. Identifying Available Properties – Industrial & Retail
  - i. Update the existing database for 2010
- b. Work with Joint Committee to support a State bill for Neighborhood Revitalization type of legislation to allow local taxing authorities to establish property tax rebates/stand steady programs to encourage renewing neighborhoods in decline.
- c. Work with Joint Committee to offer rent rebate grants to encourage local business development in existing commercial/retail properties.
- d. Request city and county develop “Commercial Potential” land use designation. This will allow properties to move quickly from current zoning low property tax designations to high value zoning designations when an interested party acquires rights to the property for development.
- e. Encourage Logan County to complete the purchase of industrial development land east of Sterling. (planned completion in Dec. 2009)
- f. GIS Aerial Photography project
  - i. Develop layered views of county property showing utility, water, zoning, rail, and highways.
- g. Develop and bid three industrial buildings(planned completion early 2010)
  - i. Three sizes
  - ii. Include utilities, zoning, and transportation in the analysis
  - iii. Solicit bids to allow for rapid development by industry interested in moving to Logan County.
- h. Regular monthly contact with Colo OEDIT, utility, transportation and other development partners. (NECO, Denver offices, etc.)

## **III. Industrial and Retail Targeting**

- a. Buxton update to Retail Site Assessment (in process Nov. 2009)
- b. Joint Committee summarize/include in Strategic Plan.
- c. Create strategic development line item for legal, accounting expenses
  - i. Project Green, Buffalo Hills, traffic study, Neighborhood Revitalization, new industrial site.
- d. Develop an investment policy
- e. Annually attend the retail show in Las Vegas
  - i. Focused preplanning maximizes meeting opportunities at the show
- f. Attend an alternative energy trade show – focus on the wind industry.
- g. Encourage Airport Development
  - i. Initiate contact with State Aeronautics Board
    1. Begin dialog on airport needs
    2. Rally an active local airport users group
  - ii. Meet with airport consultant hired by City of Sterling
  - iii. Seek regional or national partners for FBO Development

**IV. Using LCEDC Cash Resources**

- a. Maintain Buxton Scout II Access
- b. Travel annually to retail show in Las Vegas
- c. Attend 1 or 2 industrial trade shows targeting alternative energy and wind.
- d. Travel to state meetings, seminars to encourage economic development
- e. Design, Plan, Bid Industrial Buildings
- f. Support Community Leadership Development Program
- g. Identify cash needs for airport expansion and designate funds
- h. Develop investment policy which includes plans to use LCEDC funds for qualified projects.

**V. Community Collaboration**

- a. Hold initial lunch meeting with state land board, utility company, telephone, and water industry representatives to discuss development issues.
- b. Community Leadership Development Program
  - i. Get young professionals involved with community and economic development projects.
- c. Involve High School and College Students in LCEDC projects when possible.