

## **Logan County Economic Development Corporation 2010 Strategic Planning**

Strategic Planning Committee: Dan Long, Mike Lauer, Rocky Joy, Jim Neblett, Alex Wright, Rich O'Connell, Lance Bolton

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

### **Proposed Mission Statement**

**The Logan County Economic Development Corporation is a non-profit corporation formed to expand the economic base of Logan County, Colorado through:**

- **Retention and expansion of existing businesses**
- **Recruitment of diverse and complementary new businesses**
- **Infrastructure development**

**The LCEDC functions as a point of contact to assist with the acquisition of financing; local and state incentive packages; and state, federal and private grants. It also serves as a liaison between industry and local government to facilitate industry establishment and expansion.**

- I. Successfully complete recruiting of current Industrial Park and Industrial Development prospects.**
  - a. Make human and financial resources available as needed to complete these recruitment and development opportunities.
  - b. Work to support formation of a PID (Public Improvement District)
  - c. Complete engineering studies and CDBG Application
- II. Public Policy – Local, State, and Federal Issues**
  - a. Amendments 60 & 61 and Proposition 101
    - i. Advertising to educate Logan County Voters
  - b. Flood Plain Changes that will affect Logan County
    - i. Identify and join collaborative efforts to mitigate negative impacts of flood plain designation changes.
  - c. Development of the Electric Power Grid to support NE Colorado Wind Development
  - d. Support state legislation to support Neighborhood Revitalization.

### **III. Industrial / Commercial Property**

- a. Identifying Available Properties – Industrial & Retail
  - i. Update the existing database for 2010
  - ii. Create a link for LoopNet to direct potential investors to listed commercial properties in Logan County
  - iii. Work with City of Sterling to identify potential commercial/industrial investment properties owned by the city.
- b. Complete the process of working with City of Sterling to develop “Commercial Potential” land use designation. Model the effort on the “Commercial Potential” designation developed by Logan County
- c. GIS Aerial Photography project
  - i. Develop layered views of county property showing utility, water, zoning, rail, and highways.
- d. Develop and bid three industrial buildings(planned completion late 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.
- e. Regular monthly contact with Colorado OEDIT, and other development partners. (NECO, Denver offices, etc.)
- f. Participate in the planned Community Assessment being offered through CSU.

### **IV. Industrial Targeting**

- a. Develop an Asset Profile (might be a customized version of that used for retail recruiting) to ensure that key information is available immediately.
- b. Hold regular meetings with state land board, utility company, telephone, and water industry representatives to discuss development issues and opportunities.

### **V. Retail Targeting**

- a. Continue Buxton updates to Retail Site Assessment
  - i. Provide leadership, funding, and support to City of Sterling for CSU Concept Design Project
  - ii. Seek collaboration with C-DOT and SURA
- b. Update and maintain Logan County Information for recruiting purposes.
  - i. Logan County Profile updated for 2010 / 2011
  - ii. Address Child Care and Affordable Housing Issues

### **VI. Financial Resource Management**

- a. Maintain Buxton Scout II Access
- b. Attend appropriate trade, retail, or industry meetings
  - i. Wind Energy
  - ii. Retail
- c. Travel to state meetings, seminars to encourage economic development
- d. Design, Plan, Bid Industrial Buildings
- e. Identify cash needs for airport expansion and designate funds
- f. Develop an investment policy

**VII. LCEDC Staffing Plan**

- a. Annually seek a summer intern college student to assist the office

**VIII. Community Collaboration**

- a. Publicize the new LCEDC office location
  - i. Chamber After Hours
  - ii. Ribbon Cutting / Open House