

**Logan County Economic Development Corporation
Strategic Planning**

This document summarizes discussion held June 10th – June 24th 2008. Presented for board approval on August 5, 2008

Strategic Planning Committee: Richard O’Connell, Delinda Korrey, Jim Neblett, Mike Lauer, Larry Fetzer, Loretta Davidson, Brenda Lauer, Steve Meir, Rob Nichols, 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

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. Easier to Find – Done
 - ii. Rich’s e-mail address and picture
 - iii. Focus web site visitors on information relevant to relocating a business to Logan County
 - iv. Collaboration – Links to County, City, and Chamber of Commerce
- 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. Studying Other Websites

- i. Suggested each board member study other EcoDevo websites for insight about both the website design, content, and what activities other groups are pursuing.

II. Industrial / Commercial Property

- a. Identifying Available Properties – Industrial & Retail
 - i. Creating Password Access to property maps on our website.
- b. 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.
- c. Encourage Logan County to complete the purchase of industrial development land east of Sterling. (in progress)
- d. GIS Aerial Photography project
 - i. Develop layered views of county property showing utility, water, zoning, rail, and highways.
- e. Develop and bid three industrial buildings
 - 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.
- f. Once per month make trips (involve Director and membership) to State EcoDevo Office. Make our ambition and readiness clear to them.

III. Industrial and Retail Targeting

- a. Enhance and strengthen existing businesses
 - i. Training Support
 - ii. Grants
 - iii. Chamber of Commerce collaborations
- b. Maintain Buxton Scout II
- c. Annually attend the retail show in Las Vegas
 - i. Focused preplanning maximizes meeting opportunities at the show
- d. Attend an alternative energy trade show – focused on the wind industry.
- e. 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 monthly to Denver to lobby State EcoDevo Office

- e. Design, Plan, Bid Industrial Buildings
- f. Support Community Leadership Development Program
- g. Identify cash needs for airport expansion and designate funds

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
- c. Involve High School and College Students in LCEDC projects when possible.