

PHELPS COUNTY DEVELOPMENT CORPORATION 2009 Strategic Plan

Retention & Expansion

GOAL: Retain 100% of primary job employers regardless of size, 100% of the ten largest private Phelps County employers, and 95% of employers with over 20 employees.

STRATEGY

- Develop and carry out a communication plan to strengthen relationships between employers and PCDC.
- Identify local employers' supply chain and determine the feasibility of recruiting these businesses to Phelps County.
- Facilitate discussion regarding broadband issues with businesses and other stakeholders.

Housing

GOAL: Provide support to HDC to increase the number of housing units available for sale in the \$125,000 to \$175,000 range to an average of 10 by year-end 2012.

STRATEGY

- Provide in-kind support to HDC as a function of the \$500,000 grant to include marketing, facilitation, and administrative assistance.
- Provide liaison from the PCDC Executive Committee to the HDC board to monitor needs of HDC and identify other options for PCDC and employers to encourage further growth in the housing market.

Workforce Development

GOAL: Increase Phelps County's average annual labor force to 5,307 by year-end 2009.

STRATEGY

- Launch the workforce recruitment web site, Just thePlaceNebraska.com.
- Execute a comprehensive marketing campaign encouraging alumni, and persons with equally compelling connections, to move to Phelps County.
- Create a coalition of human resource managers and increase staffing levels to focus on the workforce development initiative.

Entrepreneurism

GOAL: Generate at least 30 primary jobs through entrepreneurial endeavors by year-end, 2012.

STRATEGY

- Participate in PK Partnership activities which include Innovators & Entrepreneurs Club; youth entrepreneur activities; Enhancing, Developing and Growing Entrepreneurs classes; Business Succession seminars; and leadership development.
- Build and provide ongoing support of entrepreneurial endeavors as a primary form of economic development.
- Integrate entrepreneurial components into the economic development portion of the website.

Recruit Primary Jobs

GOAL: Build the foundation for recruiting a business of at least 15 employees so that the new business is established in Phelps County by year-end, 2012.

STRATEGY

- Determine and take necessary action on current and future sites to convert them into 'shovel-ready' properties for marketing to potential new businesses.
- Continue research on target industries: warehousing/distribution, wind energy component parts manufacturing, local employers' supply chain, and biofuels.
- Ensure marketing materials and web sites reflect the most current information available.
- Respond to new Requests for Proposals and follow up with businesses previously showing interest in Phelps County.

Leadership

GOAL: Become an agent of change within the county and grow membership by \$8,000 to support the administrative needs of PCDC.

STRATEGY

- Lead a countywide visioning process to promote county marketability by building bonds between community organizations, individuals and groups who can be effective agents of change.
- Continue marketing campaigns and educational efforts to provide enhanced visibility for the organization's mission and ensure a successful membership campaign.
- Continue to work with Holdrege Area Chamber of Commerce to avoid the depletion of limited resources by minimizing duplication of efforts.