

Northwest Nebraska Development Corporation Chadron, NE

NNDC 2017 Action Plan

Strategy/Action	Timeline	Responsible Person(s)	Date completed	notes
A. Maintain & Diversify the economy				
1. BR&E program				120 calls in 2012 & 2013
Select businesses to call on	February	Executive Director		
Make calls monthly	Calls to resume in 2017	Executive Director	4 calls completed as of 8/1/17	
2. Develop Target Markets				
Define and identify businesses/clusters to target: Rail repair, niche retail, hospitality, eating establishments, agriculture related business	ongoing	Ex. Dir. & Board	2 new restaurants recruited as of 8/01/17	Assist with LB840 & TIF apps, create list of reasons for support, market to various restaurants
Identify gaps from BR&E visit data	continuing	Executive Director		
Develop and print materials such as Brochures, online info, incentives, available sites, redesign web site	June	Executive Director, Board	website update March 2017	
Create QofL brochure			July 4, 2015	all brochures available on new website via link
3. Advocate for improvements in surface transportation and access				
Work with city on NDOT improvements to US Hwy 20	as needed	Executive Director	Hwy 20 rebuild to be completed in 2017	City still looking at Hwys 20 & 385 intersection

Continue contact with NDOT, Heartland Expressway Association (HEA)	quarterly	Executive Director	annual meeting hosted US Sen. Deb Fischer 8/18/17	
Represent Chadron on HEA Board: Attend Ports to Plains Alliance meeting when feasible (annual meeting, DC fly-in) Serve as Treasurer	as needed	Executive Director	ongoing	
Attend HEA DC fly-in, Washington, DC	yearly	Ex. Dir., HEA Board members	March 1, 2017	
Continue to attend local HEA meetings	monthly	Executive Director	ongoing	
Attend Ports to Plains webinars	when scheduled	Executive Director	as scheduled	
Attend SD DOT meeting on HE	annually	Executive Director	met with SD broup July 28, 2017	efforts to re-engage Black Hills
Work with existing railroads to enhance their profitability	as needed	Executive Director	as requested	did BR&E with new manager 7/1/17
* Nebraska and NorthWestern				
Make calls on behalf of NNW to further expand business	when asked	Executive Director		
Meet with NNW & DED regarding assistance to incent prospect to locate	when needed	Ex Dir., DED reps		
4. Promote maintenance of Chadron Community Airport				
Promote commercial and private use of airport	assist with 2018 fly-in planning	Board, Executive Director	as needed	
Support city maintaining modern, safe facility	as needed	Board, Executive Director	as needed	
Advocate for continuation of Essential Air Service to federal delegation	when meeting with officials	Executive Director	at meetings with congressionals	
Speak with US Senators Congressman regarding EAS re-authorization	annually	Executive Director		
B. Enhance visibility and credibility of organization				

1. Develop a plan to increase membership				
Identify potential members, out of town as well as in Chadron	list of loan clients and partners we currently work with		added 3 new members in 2017	
market organization through mailer to loan clients	sent end of 2016		2 new members	
make personal calls on prospective members	2 per month	Executive Director		
2. Cooperate with City Council & City Manager				
Monthly presentations to City Council	3rd Monday each month	Executive Director	ongoing	newsletter & monthly report to Crawford & Chadron Councils
Represent City at PADD board	2nd Thursday each month	Executive Director	ongoing	currently serve as Chair
3. Maintain NE Certified ED Community requirements	planning for re-cert. starting in 2017			working on re-cert. by 12-01-17
review requirements with DED staff	spring	Executive Director	email with Lynn Kohout	
4. Continue to host Pine Ridge Wild Turkey Hunt in October				
Committee meetings ongoing,	monthly	Turkey Hunt Committee		
Evaluate invitees, strive to get elected officials		Turkey Hunt Committee		Sen. McCollister to assist
Host VIP's for 2 day event		Turkey Hunt Committee		income of \$10,250
5. Continue to operate Dawes County Entrepreneur and Leadership Academy (DELTA)				

Class graduated, surveys sent & returned, names gathered for recruitment for 2014 class	2016-17 class has 9 participants	DELTA Committee		
Send invitation letters		DELTA Committee		
Start new class	October	DELTA Committee		
6. Maintain NNDC website			updated all property listings, added new NPPD guide books	
launch redesigned site with new features	new logo/webdesign currently being designed launched in February	JM Webdesigns	updated all property listings, added new NPPD guide books	
learn to do updates on new site, to be launched 2/16/17	tutorials provided by JM Webdesigns	Executive Director		
C. Provide business tools and incentives				
1. Market industrial land and vacant buildings				
Maintain websites with listings	update monthly	Executive Director		added new map for industrial park site

2. Continue to operate/market revolving loan funds (CDBG, USDA/RD RBEG , USDA/RD IRP, LB840)				
Market available loan funds in newsletter, online, brochure, advertising, business visits	ongoing	Executive Director, NBDC	1 loan closing in Feb, another in July in poessionion	available funds below \$50,000. Assisted in loans from city CDBG and LB840 rlf in July 2017
Continue to market, monitor LB840 lending resources	ongoing	Exec Direc tor		

Continue to evaluate CDBG RLF requirements as provided by state DED on behalf of Dawes County	ongoing	Executive Director, County Commissioners, attorney		
Work with Downtown Revitalization Task Force on Phase II implementation project (CDBG funding)	ends June 2017	Executive Director and DTR Task Force	ongoing	work with grantees, consultant and city finance office to keep reimbursements up to date.
3. Provide opportunities for business improvement				
Work with WNCC for class schedule	ongoing	Executive Director		
Encourage new classes for Quick Books, EDGE by WNCC, send info to members	ongoing	WNCC and NBDC, Chamber		
4. Continue to evaluate, market and develop business park property south of cemetery				
Market property on websites (NPPD, LOIS, NNDC)	ongoing	Board, Executive Director	created billboard 2017	
Update all online sources with accurate info		Executive Director		
Finish infrastructure extensions at Business park	spring	co-op with NDOT & Fuller construction on water extension	LB840grant secured	waiting on Fuller to finish water line install
develop marketing strategy for Business park	reports each board meeting			
D. Maintain strong organization				
1. Maintain Economic Development Coordinator and office				
Continue educational training for Executive Director	annual NEDA conference	Executive Director		
Attend NPPD, DED briefings	when scheduled	Executive Director		
Communicate with members, outside public through newsletter, annual report, press releases, advertising	ongoing	Executive Director	Quarterly newsletter, annual meeting	

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Strategic Plan adopted January 2017, updated August 14, 2017

Red indicates actions taken