

CCEDC Retail Development Task Force Strategic Plan

Goal: Expand retail to meet the needs of Campbell County and surrounding communities

- Objectives:
- 1) Develop ongoing business inventory
 - 2) Complete a Retail Study
 - 3) Market Gillette/Wright and Campbell County for business expansion and recruitment
 - 4) Develop a customer service program

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CCEDC Retail Development Task Force Strategic Plan

Objective #1: Develop ongoing business inventory

Strategy #1: Determine what data is needed.

Processes	Time Frame	Cost	Lead Organization & Who's Involved	Impact (known or projected)
Process to determine criteria needed. Business classifications, staffing (assists with traffic study), square footage of building; business name and contact information	3 months	None	Lead: City	Definite knowledge of inventory

Objective #1: Develop ongoing business inventory

Strategy #2: How to collect data.

Processes	Time Frame	Cost	Lead Organization & Who's Involved	Impact (known or projected)
Potentially door to door collection; existing sources (sales tax); legislative action requiring state collection of data (long-term); business licensing (long term); online survey			City of Gillette, Town of Wright, Gillette Chamber of Commerce, Gillette College	

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Objective #1: Develop ongoing business inventory

Strategy #3: Analyze data identified results

Processes	Time Frame	Cost	Lead Organization & Who's Involved	Impact (known or projected)
How to store/maintain info	4Q 2010			

Objective #2: Complete a Retail Study

Strategy #1: Identify and obtain a consultant to do a Retail Study

Processes	Time Frame	Cost	Lead Organization & Who's Involved	Impact (known or projected)
Identify components: Survey retail wants/needs (online?) Establish Baseline, Identify potential incentives, determine scope of work	4Q 2010	\$80,000	Lead: Retail Implementation Task Force	Data identifying retail opportunities for Campbell County
Send out RFP	Jul-10		City of Gillette, Gillette and Wright Chamber of Commerce's, Community	

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Objective #2: Develop ongoing business inventory

Strategy #2: Develop Fundraising Plan

Processes	Time Frame	Cost	Lead Organization & Who's Involved	Impact (known or projected)
Implement fundraising plan	1Q 2011		Retail Development Implementation Task Force	Data identifying retail opportunities for Campbell County
Use Strategic plan to promote	3Q			
Identify funders - focus on private first	Ongoing Goal completed Dec. 2010			

Objective #2: Complete a Retail Study

Strategy #3: Analyze Retail Study results; implement study suggest to expand retail in

Processes	Time Frame	Cost	Lead Organization & Who's Involved	Impact (known or projected)
Implement study suggest to expand retail in County; how to market information	1Q 2011			

**CCEDC Retail Development Task Force
Strategic Plan**

Objective #3: Market Gillette/Wright and Campbell County for business expansion and recruitment

Strategy #1: Implement retail strategies

Processes	Time Frame	Cost	Lead Organization & Who's Involved	Impact (known or projected)
	2Q 2011		Retail Implementation Task Force	

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Objective #4: Develop a customer service program

Strategy #1: Develop program criteria and marketing

Processes	Time Frame	Cost	Lead Organization & Who's Involved	Impact (known or projected)
Implement program	July 2010- June 2011		Lead: Gillette Chamber of Commerce	Recognition for exceptional customer service
Implement best customer service of the month award			Retail Implementation Task Force	

Objective #4: Develop a customer service program

Strategy #2: Develop ongoing information on customer service through survey's

Processes	Time Frame	Cost	Lead Organization & Who's Involved	Impact (known or projected)
Work with City survey	Ongoing		Lead: Gillette Chamber of Commerce, CCEDC	Recognition for exceptional customer service