



Campbell County  
Economic Development  
Corporation

■ ECONOMIC DEVELOPMENT ■ COMMUNITY DEVELOPMENT ■ WORKFORCE DEVELOPMENT

5 YEAR ECONOMIC DEVELOPMENT STRATEGIC PLAN FOR CAMPBELL COUNTY

## ECONOMIC DIVERSITY TASK FORCE

### Meeting Notes

CCEDC Board Room

March 22, 2010

1-2 PM

Task Force Members: Vermona Peterson, Jeff Rosenlund, Dan Barks, Mary Kelley, Don Morrison, Mark Hermann, Les Penning, Jim Clikeman, Debbie Robbins

CCEDC Staff: Brandi Beecher

Task Force Chair, Jeff Rosenlund started the meeting. Copies of the past City of Gillette Citizen Survey's were passed around to the group.

Les talked about a statewide wind development map that he will forward to the group. He also suggested doing an analysis of electrical capacity with City of Gillette and PreCorp. Debbie Robbins will check with the City.

Group worked on the strategic plan .

## Economic Diversification Strategic Plan (draft)

**GOAL:** “Diversify and expand Campbell County’s economy to stabilize the cycles of economic activity through growth of existing and new businesses and services”

### OBJECTIVES:

**OBJECTIVE:** Foster an environment that encourages stability and growth of existing businesses and services

**OBJECTIVE:** Identify and recruit new businesses and services to complement existing businesses and services

**OBJECTIVE:** Identify and recruit new businesses and services independent of our current businesses and services

Strategy: Commission a Target Industry Study to provide a very target assessment of Campbell County that identifies the County’s strengths and weakness as a business location and pinpoint target industries for our market

- Cost for Study is \$45,000 – \$50,000
- Identify and submit applications for planning grants
- Target Industry Study to assist Gillette College identify workforce training programs needed to recruit new targeted businesses and services
  - Agencies: CCEDC
  - Personnel: CCEDC/Consultant
  - Strategic Steps:
  - Costs:
  - Time Frame: ASAP
  - Lead Organization: CCEDC
  - Impact: Identifying potential target industries

Strategy: Coordinate with existing industries and Gillette College’s I-TEC to see if current training programs for our local industries could be applicable to industry sectors not currently present in our market

**(ACTION:** Philippe and Mark to work on this task)

- Agencies: Gillette College Advisory Board/CCEDC/GC
- Personnel:
- Strategic Steps:
- Costs: 0
- Time Frame: May 1
- Lead Organization: Gillette College Advisory Board
- Impact: 1) Identify industries that we have trained workers available for.  
2) Identify new training opportunities  
3) Discover if trained students are leaving the area because no local jobs

Strategy: Develop a comprehensive marketing recruiting tool to sell our region - who we are –  
(group mentioned branding the County)

- Capitalize on the strategic planning process that quantified the economic development strengths of Campbell County
- Work with P.R specialists in the County to come up with an initial comprehensive marketing message
- What is Campbell County will develop a common message
  - Agencies: CCEDC/PR Specialists
  - Personnel:
  - Strategic Steps:
  - Costs: 0
  - Time Frame: Begin July 1, 2010
  - Lead Organization: What is Campbell County Committee
  - Impact: Develop common message to used by everyone representing Campbell County specialized for target audiences

Strategy: Promote our region as pro-business and receptive to help grow our existing companies and recruiting new ones

- The Business Regulation Task Force to develop specific strategies with our business community, the County, and municipalities to ensure we have in place consistent and clear development and construction processes
  - Agencies: Business Regulations Task Force/CCEDC/County/City
  - Personnel:
  - Strategic Steps: Identify regulations that need to be changed
    - Identify regulations that can be used in marketing
    - Talk to new business about experience throughout the process
    - Research other communities economic development incentives
  - Costs:
  - Time Frame:
  - Lead Organization: Business Regulations Task Force
  - Impact:

Strategy: Have one organization responsible for all recruiting efforts and a team comprised of very specific entities to assist in all recruiting efforts

- Identify specific entities and make sure they are represented on the Economic Diversity Task Force

Strategy:

- Research how to reach out to attracting new businesses
- Research new firearms law to determine if opportunity for gunsmithing, ammunition, etc. made in Wyoming
- Research potential opportunities for empty coal cars
- Research coal mine recreation opportunities

Strategy:

- Develop a study to identify tourism opportunities based on industries based on industries with unique attributes of the Powder River Basin
  - Energy
  - Films Travel & Tourism funding available