

*CCEDC Retail Task Force*  
**Strategic Plan**

Members: Julie Simon, Chair  
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**Goal: Expand retail to meet the needs of Campbell County and surrounding communities.**

<b>Objective</b>	<b>Strategy</b>	<b>Who's involved?</b> (agencies, individuals)	<b>Lead Organization</b>	<b>Time frame</b>	<b>Cost</b>	<b>Impact</b> (known or projected)
Develop ongoing business inventory	<ul style="list-style-type: none"> <li>-Determine what data is needed</li> <li>-Criteria-                             <ul style="list-style-type: none"> <li>-business classification</li> <li>-staffing (assists w/ traffic study)</li> <li>-square footage</li> </ul> </li> <li>-How to collect data                             <ul style="list-style-type: none"> <li>-door to door data collection</li> <li>-existing sources (sales tax)</li> <li>-legislative action requiring state collection of data (long-term)</li> <li>-business licensing (long-term)</li> </ul> </li> <li>-Analyze data indented results</li> </ul>	City of Gillette Town of Wright Campbell County Chamber Gillette College	City	6-12 months	??	Definite knowledge of inventory
Complete a Retail Study	Components: <ul style="list-style-type: none"> <li>Survey retail wants/needs (online?)</li> <li>Establish Baseline</li> <li>Identify potential Incentives</li> </ul> <ul style="list-style-type: none"> <li>- Identify Consultant to do Retail Study</li> <li>- Develop Fundraising Plan                             <ul style="list-style-type: none"> <li>- Use Strategic plan to promote</li> <li>- Identify Funders - focus on private first</li> </ul> </li> </ul>	City of Gillette Campbell County Town of Wright Chamber Community	Retail Task Force	6-12 months	\$80,000	Data identifying retail opportunities for Campbell County

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	<ul style="list-style-type: none"> <li>- Analyze Retail Study Results</li> <li>- Implement study suggestions to expand retail in County</li> <li>- How to market the information</li> </ul>					
Market Gillette/Wright & Campbell County for business expansion and recruitment	-Implement retail study suggestions	Task Force	Task Force	Years 2-5	??	
Development a customer service program	<ul style="list-style-type: none"> <li>-Develop program criteria and marketing</li> <li>-Implement program</li> <li>-Implement best customer service of the month award</li> <li>- Develop ongoing information on customer service through survey's</li> </ul>	Task Force	Chamber	Years 2-5	??	Recognition for exceptional customer service