



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 1, 2010

1-2:30 PM

Task Force Members: Jeff Rosenlund, P.J. Burns, Jim Clikeman, Mary Kelley, Don Morrison, Mark Hermann, Debbie Robbins, Vernon Schild

CCEDC Staff: Philippe Chino and Brandi Beecher

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Goal: Diversify and expand Campbell County's economy to stabilize the cycles of economic activity through growth of existing and new businesses and services

Objective 1: Foster an environment that encourages stability and growth of existing businesses and services

Objective 2: Identify and recruit new businesses and services to complement existing businesses and services

Objective 3: Identify and recruit new businesses and services independent of our current businesses and services

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- The task force agreed one of the strategies for objectives 1 & 2 is to survey our existing companies to identify what type of businesses would compliment theirs. This should be done prior to the commissioning of a Target Industry Study.

Our major industries, Black Hills for example, outsources for many of their needs. We need to look at the outsourcing resources and see if they can be present in our market. A few examples:

- Instrument recalibration services
  - Certified boiler makers
  - Forgings and castings
- The task force agreed another strategy to consider for Objective 2 is to capitalize on CCEDC's relationship with the University of Wyoming. Need to quantify ways for Campbell County to partner with WY's School of Energy and Economic Development & Research Department Ideas that came up: Oxy Fire, Clean Combustion Processes, Clean Coal Technology, Coal Gasification, Coal to Diesel, and Coal Enhancement.

It was also noted that relationships with South Dakota School of Mines and Technology and Montana Tech should be developed.

- Discussion centered on the definition of "regional hub": do we want to/can we become a regional hub for retail, health care, college education (technical programs). The task force must decide if the answer is yes and if that becomes another objective or a strategy to meet our current objectives.
- There was discussion on capitalizing on our two main industries to create a regional energy museum. Would this be a diversification tool? It would compliment tourism, specifically during the summer, and would educate visitors and individuals and businesses interested in moving to the area.  
**(ACTION)** Philippe to invite the new Executive Director of the CC Convention and Visitors Bureau to join the task force
- The task force agreed that we must take in consideration that labor and material costs are high in our region and is a challenge in our diversification plans. We also must take in considerations that our current industries are competing for the same skilled labor and, when the economy is rolling, how can we avoid the shortage of skilled labor?
- The task forces understand that the Target Industry Study will give us a better idea of how some of our current industries can diversify (internally or with help of other industries) and on what types of companies we should try to recruit.

Nevertheless, the group took a stab at identifying potential types of businesses that might work in this region to diversify, either by bringing new businesses and services, or by complementing existing businesses and services:

- Railroad carts are leaving our region full of coal and coming back empty. Could they possibly haul something back to this area to save on transportation costs? It was noted that the rail cars are designed for coal, so they may be limited in what they can haul back. The following ideas were discussed:
  - ✓ Could solid waste be processed and hauled back and disposed of in a mine? This would require DEQ and EPA involvement in modifying the regulations dealing with mine reclamation and landfill design
  - ✓ Could iron ore be hauled back to this area to supplement a foundry or recycling operation?
- Need to concentrate on companies that are “energy hogs” and could benefit from cheaper energy. Some ideas discussed:
  - ✓ Recycling centers, iron scrapping related companies
  - ✓ Vulcanizations of tires
  - ✓ Smelter or blast furnace
- Uranium is in Campbell County. Is there opportunity for nuclear power or enrichment activities? It was noted the nuclear power plants are very expensive, and may not make sense in an area constrained by transmission line capacity.
- Reclamation of mine sites may be an opportunity to enhance the area, either by creating recreational areas, or by reclaiming the land into productive farmland. This would require regulatory changes to the mine reclamation mines.
- Clean coal/green energy research and development centers

**NEXT MEETING: Monday, March 15 from 1:30 to 2:30 pm in the CCEDC Board Room**

**SUMMARY OF WHERE WE ARE AS OF: March 9, 2010**

**Objective 1:** Foster an environment that encourages stability and growth of existing 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

**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)

**Strategy:** Develop a comprehensive marketing recruiting tool to sell our region - who we are – What is Campbell County

Capitalize on the strategic planning process that quantified the economic development strengths of Campbell County

- Work with PR/HR specialists in the County to come up with an initial comprehensive marketing message

**Strategy:** Promote our region as pro-business and receptive to help grow our existing industries and recruit new companies

- The Business Regulation Task Force to develop specific strategies with the assistance of the business community, the County, the City of Gillette and the Town of Wright to ensure we have in place consistent and clear development and construction processes

**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

**Objective 2:** Identify and recruit new businesses and services to complement existing businesses and services

**Strategy:** Survey our existing companies to identify what type of businesses would compliment theirs

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**Objective 3:** Identify and recruit new businesses and services independent of our current businesses and services

**Strategy:** Survey our existing companies to identify what type of businesses would compliment theirs

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