

# **CCEDC Business and Industrial Parks Task Force Strategic Plan**

**Goal: Identify and capitalize on available resources to create business and industrial parks opportunities in Campbell County**

- Objectives:
- 1) Create an inventory of potential properties/developments in Campbell County and rank
  - 2) Create a profile of target prospective businesses/industries
  - 3) In concert with CCEDC and public and private entities implement an information/communication process
  - 4) Facilitate Development of business and industrial park opportunities

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## CCEDC Business and Industrial Parks Task Force Strategic Plan

**Objective #1: Create an inventory of potential properties/developments in Campbell County and rank them with a "state of readiness"**

**Strategy: Collection of relevant information for ranking and assembled for future tasks.**

Processes	Time Frame	Cost	Lead Organization & Who's Involved	Impact (known or projected)
Define "Business Ready"	13-May-10	None Anticipated	Lead: CCEDC	Knowledge of what industrial sites we have in City, County and Town of Wright
Focus on existing and potentially zones C-3, I-1, I-2 and C-0 areas	Finish: 3Q	None Anticipated	City of Gillette, Town of Wright, Business and Industrial Parks Implantation Task Force	Rate all the sites based on specific requirements
CCEDC in concert with the City of Gillette, Town of Wright and Campbell County complete the database	Finish: 2Q 2011	None Anticipated		Have on database of all the properties on the CCEDC website
Countywide, identify "large" industry potential opportunities	Finish: 3Q 2010	None Anticipated		Know where heavy industrial sites will be located

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**Objective #2: Create a profile of target prospective businesses/industries**

**Strategy: Define the characteristics of the prospective target business to serve as a benchmark**

Processes	Time Frame	Cost	Lead Organization & Who's Involved	Impact (known or projected)
CCEDC contract with a specialty firm to conduct a target business/industry study	Start: 2Q - 2010	\$50,000	<b>Lead: CCEDC</b>	Provides a target assessment of Campbell County identifying the County's strengths and weaknesses as a business location and pinpoints the type of sites and facilities needed to recruit targeted industries for our market
Incorporate enhancement of existing businesses/industries; and new businesses/industries into a target study	Finish: 3Q - 2010	None	Business and Industrial Parks Implementation Task Force, City of Gillette, Campbell County, Town of Wright, business community, Wyoming Business Council, University of Wyoming, Economic Diversity and Retail Recruitment Implementation Task Forces	

Coordinate the Target Industry Study with "other" Task Force needs	Finish: 3Q - 2010	None		
Start implementing study recommendation	1Q - 2011	None		
Complete working draft	Finish: 4Q 2010	None		

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**Objective #3: In concert with CCEDC and public/private entities implement an information/communication process**

**Strategy: Study and analyze methods and processes for providing development related information.**

Processes	Time Frame	Cost	Lead Organization & Who's Involved?	Impact (known or projected)
Identify entities & create "Expediting Team" to assist business start-ups	Start: 2Q 2010 Finish: 3Q 2010	None	Lead: CCEDC	Understanding of potential target industries within Campbell County. Information will allow marketing and direct information request responses that are focused directly to the targeted requester for improved probability of consideration.
Identify/define "incentive" opportunities for developers and incoming businesses	Finish: 3Q 2010	None	Business and Industrial Park Implementation Task Force, Campbell County Chamber of Commerce, and Town of Wright	
Develop protocol/process to assist prospective businesses/industries	Finish: 3Q 2010	None		
Identify method to maintain current countywide "business ready" sites and building database	Finish: 4Q 2010	None		

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**Objective #4: Facilitate development of business and industrial park opportunities.**

**Strategy: Implement the action plan on an ongoing basis.**

Processes	Time Frame	Cost	Lead Organization & Who's involved	Impact (known or projected)
Gather all available information	Finish: 3Q 2010	None	Lead: CCEDC	Develop ability to respond to request for information about Campbell County and location options
Post on CCEDC's website to advertise sites and buildings	Finish: 4Q 2010	\$7,500	Business and Industrial Parks Implementation Task Force	All available sites and buildings are on one website
Create collateral material	Finish: 4Q	\$2,500		Readily available to developers, site selectors, consultants and local businesses
Set up a contact protocol	Finish: 3Q 2010	None		
Meet with local developers	Minimum every 6 months	None		To keep the developer community informed on CCEDC's activities
Meet one-on-one with Campbell County brokers, City of Gillette, Town of Wright, and County Officials	Ongoing	None		To keep these constituents informed on updates and CCEDC's activities
Collect information from County, City of Gillette and Town of Wright on Entitlement process	Ongoing	None		