



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 PM

Task Force Members: Vermona Peterson, Jeff Rosenlund, Dan Barks, P.J. Burns, Jim Clikeman, Mary Kelley, Don Morrison, Mark Hermann, Debbie Robbins

CCEDC Staff: Philippe Chino

- The Task Force finalized the exact wording for the GOAL and OBJECTIVES:

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

- We initially wanted to brainstorm overall and not just work on one particular objective. Despite best intentions, we concentrated on the following OBJECTIVE:

Identify and recruit new businesses and services independent of our current businesses and services

and

for this OBJECTIVE we came up with the following initial STRATEGIES:

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 – (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

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

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

ASSINGMENT TO MEMBERS OF THE TASK FORCE:

- By next week's meeting, review the wording of the above STRATEGIES. Be prepared to suggest changes or refinements.

NEXT MEETING: Monday, March 8 from 1:30 to 2:30 pm in the CCEDC Board Room