

# Economic Development Strategy Creation Plan

## Community Outreach Plan

---

### I. Purpose and Importance of Community Outreach

- **Objective:** Emphasize the critical role of community outreach in building a well-rounded and inclusive economic development strategy.
  - **Goals:** Gather community input, strengthen community buy-in, and ensure diverse perspectives shape economic goals and initiatives.
- 

### II. Structure of Community Outreach Events

#### 1. District-Specific Outreach Events (5 Events)

- **Lead Responsibility:** Each event will be led by the Supervisor for the respective district, supported by the Economic Development Staff.
- **Purpose:** Address specific needs, opportunities, and challenges within each district, tailored to local community dynamics.
- **Format:** Public forums, with Econ Deve presentation, and open Q&A sessions.

#### 2. Regional Outreach Events (3 Events)

- **Western Slope Event**
  - **Central County**
  - **Tahoe Basin Event**
  - **Purpose:** Address broader, region-wide issues, and gather input that impacts multiple districts.
- 

### III. Agenda for Each Outreach Event

#### 1. Current Issues Overview

- **Business Sector:** Discuss current challenges and opportunities for local businesses, including workforce needs, infrastructure gaps, and market dynamics.

- **Residential Sector: Communicate the relationship between economic development and job growth, and how it impacts local residents' quality of life.**
- 2. Vision for Economic Development**
- **Community-Driven Vision: Engage community members in defining and refining the vision for economic growth, sustainability, and inclusivity.**
- 3. Economic Development Goals**
- **Gather short-term and long-term goals aligned with the broader economic strategy.**
  - **Solicit community feedback on goal prioritization and feasibility.**
- 4. Business Attraction Strategy**
- **Vision: Gather the community's vision for attracting new businesses, emphasizing sectors with high growth potential and alignment with local values.**
  - **Goals: Outline measurable targets for business attraction, such as job creation, capital investment, and diversification.**
  - **Community Feedback: Invite input on what types of businesses should be prioritized and any concerns or preferences.**
- 5. Business Retention and Vitality Strategy**
- **Vision: Gather the vision for retaining and strengthening existing businesses, including efforts to support local entrepreneurs.**
  - **Goals: Set specific targets for business retention, such as reducing business closures, increasing local investment, and boosting innovation.**
  - **Community Collaboration: Collect feedback on needed programs, services, or policy adjustments to support local businesses.**
- 6. Infrastructure Development Needs**
- **Current Needs for Businesses and Residents: Discuss infrastructure challenges (e.g., transportation, utilities, digital connectivity) that impact the community's quality of life and business success.**
  - **Future Needs for Business Attraction and Growth: Identify infrastructure improvements critical to attracting new businesses and supporting business vitality.**
- 7. Incentive Policies**

- **Existing Statutory Incentives:** Educate the community on existing incentive programs available for businesses, such as tax abatements, grants, or job training funds both at the local and State level.
  - **Future Incentives and Policy Additions:** Solicit input on new incentives or policy changes that could better support job creation, attract investment, or help existing businesses thrive.
- 

#### **IV. Engagement and Feedback Mechanisms**

##### **1. Interactive Sessions**

- Utilize breakout groups, surveys, and brainstorming activities to ensure community participation and input.

##### **2. Digital Tools for Feedback**

- Provide online forms, surveys, and forums for additional feedback from those unable to attend events in person.

##### **3. Follow-Up and Accountability**

- Commit to sharing meeting summaries, key takeaways, and how community input will shape subsequent decisions and actions.
- 

#### **V. Evaluation and Reporting**

##### **1. Metrics for Outreach Success**

- Track participation rates, diversity of attendees, and volume of feedback collected.

##### **2. Post-Event Reporting**

- Share findings from each event with the community, including how their input influences the final economic development strategy.

##### **3. Ongoing Engagement**

- Establish channels for continuous community engagement, such as advisory councils (SEED) or periodic updates.
- 

**This comprehensive outreach plan ensures all voices are heard and community input directly informs the economic development strategy. It emphasizes transparency, collaboration, and continuous feedback.**

# Economic Development Strategy Outline

---

## I. Executive Summary

- **Purpose and Goals:** Outline the primary goals of the economic development strategy, including fostering business growth, job creation, sustainable development, and improving quality of life.
  - **Key Objectives:** Briefly list the main objectives of business retention, attraction, incentive policies, and community engagement.
- 

## II. Introduction and Background

- **Economic Context:** Provide an overview of the current economic climate, workforce characteristics, and market opportunities.
  - **Community Vision:** Highlight the community's long-term economic vision and values, such as sustainability, inclusivity, and innovation.
- 

## III. Business Retention Strategy

### 1. Business Retention Objectives

- Define the goals for retaining existing businesses, such as job preservation, local investment, and industry stability.

### 2. Data Collection and Analysis

- **Conduct Business Surveys:** Regularly survey local businesses to understand needs, challenges, and satisfaction levels.
- **Identify At-Risk Businesses:** Use data to identify businesses that may be at risk of closing or relocating.

### 3. Business Retention Programs

- **Business Support Programs:** Develop programs that provide resources, training, and support for existing businesses.
- **Workforce Development and Training:** Collaborate with educational institutions and workforce agencies to provide skill development for local employees.
- **Networking and Collaboration:** Organize industry-specific forums and networking events to foster collaboration and problem-solving.

### 4. Business Retention Visits

- **Site Visits and Check-Ins:** Conduct regular visits to meet business leaders, understand their needs, and address concerns.
  - **Business Liaison Team:** Establish a dedicated team or point person to serve as a liaison between businesses and local government.
- 

## IV. Business Attraction Strategy

### 1. Target Industry Analysis

- **Identify Key Industries:** Research and prioritize industries that align with the community's resources, labor market, and growth goals.
- **Competitive Advantage Assessment:** Identify the community's unique assets (e.g., location, infrastructure, workforce) that make it attractive to target industries.

### 2. Marketing and Branding

- **Develop a Community Brand:** Create a cohesive brand that showcases the community's strengths, values, and opportunities.
- **Digital Marketing Campaigns:** Use digital tools, including a dedicated website, social media, and online advertising, to reach target businesses and investors.
- **Trade Shows and Conferences:** Attend and sponsor relevant industry events to increase exposure and build relationships with target businesses.

### 3. Partnerships and Collaboration

- **Regional Partnerships:** Collaborate with regional economic development organizations, chambers of commerce, and state agencies to attract investment.
- **Incentive Packaging:** Work with financial institutions and other stakeholders to create competitive, customized incentive packages for targeted businesses.

### 4. Site Selection Assistance

- **Create an Inventory of Available Sites:** Develop a comprehensive listing of commercial and industrial properties ready for development.
  - **Provide Data and Insights:** Offer data on zoning, utilities, workforce availability, and local incentives to help companies make informed site selection decisions.
- 

## V. Incentive Policy Adoption

### 1. Incentive Policy Goals and Principles

- **Define Goals:** Outline the primary goals of the incentive policy, such as job creation, tax base expansion, and community improvement.

- **Set Clear Guidelines:** Develop guidelines that ensure incentives are awarded transparently and are aligned with community values and economic goals.

## 2. Types of Incentives

- **Financial Incentives:** Consider offering tax abatements, grants, low-interest loans, or other financial assistance.
- **Non-Financial Incentives:** Provide benefits such as expedited permitting, reduced fees, or customized infrastructure support.
- **Performance-Based Incentives:** Ensure incentives are tied to measurable outcomes, such as job creation, wage thresholds, or sustainability efforts.

## 3. Application and Approval Process

- **Develop an Application Process:** Create a clear, transparent process for businesses to apply for incentives.
  - **Evaluation Criteria:** Define criteria for approving incentives, such as alignment with economic goals, expected economic impact, and community benefit.
  - **Regular Monitoring and Reporting:** Establish processes for monitoring performance and ensuring compliance with incentive agreements.
- 

# VI. Community Outreach and Engagement Strategy

## 1. Engagement Objectives

- **Strengthen Community Support:** Build community trust and support for economic development initiatives.
- **Encourage Local Participation:** Foster a sense of ownership and involvement among community members.

## 2. Community Education and Communication

- **Public Forums and Workshops:** Organize regular events where residents can learn about development initiatives and share feedback.
- **Digital and Print Outreach:** Use social media, newsletters, and local media to keep the community informed about development progress and opportunities.
- **Feedback Channels:** Establish multiple ways for residents to provide feedback, such as online surveys, community meetings, and suggestion boxes.

## 3. Stakeholder Collaboration

- **Partner with Local Organizations:** Collaborate with schools, nonprofits, and civic groups to increase community engagement and support local goals.

- **Engage Community Leaders:** Build relationships with respected community leaders who can advocate for and communicate the benefits of economic development.

#### 4. **Community Benefit Programs**

- **Local Hiring Initiatives:** Encourage businesses to hire locally and provide opportunities for community members.
  - **Community Improvement Projects:** Invest in public projects such as park enhancements, public art, or infrastructure upgrades that align with economic growth.
- 

### **VII. Evaluation and Performance Metrics**

#### 1. **Define Key Performance Indicators (KPIs)**

- **Business Retention KPIs:** Track the retention rate of local businesses, job preservation, and local investment levels.
- **Business Attraction KPIs:** Measure new businesses attracted, job creation, and capital investment in the community.
- **Incentive Policy KPIs:** Monitor the effectiveness of incentives, including return on investment and adherence to performance criteria.
- **Community Engagement KPIs:** Track community participation rates, feedback levels, and satisfaction with economic development efforts.

#### 2. **Annual Review and Adjustments**

- **Annual Performance Review:** Conduct an annual review to evaluate progress and make necessary adjustments to strategies and policies.
  - **Continuous Improvement:** Use feedback and performance data to refine strategies and enhance program effectiveness.
- 

### **VIII. Conclusion and Next Steps**

- **Summary of Strategic Goals:** Recap the primary goals of the economic development strategy.
- **Immediate Next Steps:** Outline immediate action items, such as forming task forces, allocating budgets, or initiating priority programs.
- **Long-Term Vision:** Reaffirm the community's commitment to economic growth, sustainability, and inclusivity in alignment with this strategy.