



2020 WORK PRIORITIES: STATUS

I. CONDUCT A MARKET-WIDE BR&E PROGRAM

GOAL: Interviews of 30 to 36 Business Leaders

STATUS: Conducted 25 interviews, mainly in the last half of the year due to the onset of COVID-19.

II. TARGETED INDUSTRIAL RECRUITMENT

GOAL: Complete Iron Horse Business & Industry Park Master Planning Process & Recruit Targeted Industries

STATUS: Park is planned and engineered with prospects of being funded by EDA grant in early 2021.

Major manufacturing facility is nearing final approval decision to occupy 34 acres in 2021; additional prospects in early stages.

III. INTENSIFY RETAIL RECRUITMENT & LOCAL DEVELOPMENT

GOAL: Assist Existing Retailers to Expand and Grow

STATUS: COVID-19 Economic Recovery Plan rapidly devised and implemented to preserve local retailers impacted by the pandemic.

IV. WORKFORCE DEVELOPMENT

GOAL: Crew Subdivision - Incentivize Developers to Create Workforce Housing and Recruit Commuting Employees to Relocate to Phelps County
Provide High Demand Jobs Scholarships to Local Students
Create Private Career Development Pathways

STATUS: Crew Subdivision infrastructure nearing completion. Lots ready to sell.

More than 30 new residents relocated to Phelps County.

Ten new high-demand jobs scholarships + new auto tech program

V. SUPPORT PLACE-MAKING EFFORTS

GOAL: Elevate Visibility and Livability of Holdrege and Phelps County

STATUS: PCBJ distribution expanded; generated significant regional publicity from Economic Recovery Plans; Increased contacts with site selectors

Renovated PCDC's website and introduced new branding with new logo.



VI. SUPPORT CREATION OF ATTRACTIVE PUBLIC AMENITIES AND A VIBRANT DOWNTOWN

GOAL: Invest in façade renovations

STATUS: Supported renovations of RuralMED, Country Boy Auto in Funk, Cozy Inn Café, KUVR and Wagner Irrigation

VII. LIBRARY / LEARNING CENTER

STATUS: Assisted the Library board to evaluate potential development options

VIII. REGIONAL EVENT CENTER

STATUS: Toured facilities in peer group communities with development committee and helped to identify a lead investor. Strong possibility to move forward in 2021.

IX. STRENGTHEN LOCAL AND REGIONAL PARTNERSHIPS

STATUS: Strong working relationships with Holdrege Area Chamber of Commerce, Phelps County Community Foundation, South Central Economic Development District, Phelps Memorial Health Center and South Platte United Chambers of Commerce. Stronger working relationship under development with City of Holdrege and Phelps County villages is a priority for 2021.

X. PREPARE FOR PROSPERITY PROJECT 3

STATUS: Received board approval to utilize a locally centered approach for fundraising campaign, which will begin in January 2021.