



Plan of Work

The Phelps County Development Corporation's strategic plan deploys resources in all areas of economic growth: expand existing businesses, recruit new companies, and nurture entrepreneurial businesses. PCDC concentrates on the core of economy, primary industries.

Action Plan #1

DEVELOP A MARKETABLE PRODUCT

Secure land and develop a conceptual plan for a mixed-use, utility-served Business & Industrial Park.

Build an inventory of industry-ready land and buildings to attract capital investment and jobs.

Customize solutions for issues that hamper business growth/retention as identified during regular interviews of businesses and parent companies.

Action Plan #2

LEVERAGE FINANCIAL RESOURCES

Provide an attractive range of grants, incentives, and finance tools for expanding, new, transitioning, and startup businesses.

Designate \$1.25 million for a revolving loan fund and increase the average revolving loan fund usage rate to at least 50%.

Allocate monies for loans and incentives to support business participation in the Holdrege Area Chamber's Downtown Revitalization project.

Engage an investor group in designing a feasibility grant program for emerging agricultural technologies.

Action Plan #3

COLLABORATE AND PROMOTE

Target the following industries for deployment of an aggressive marketing campaign: Supply-chain manufacturers for existing businesses, alternative energy component parts manufacturers, warehousing and distribution, data centers, call centers, and value-added-agriculture companies.

Provide financial support for the Holdrege Chamber's agricultural initiatives.

Improve relations with investors, partner organizations, and county-wide stakeholders through structured and continuous communications.

Action Plan #4**INSPIRE AND RECRUIT TALENT**

Build a capable and plentiful workforce by engaging youth and alumni and by collaborating with local resources to train unskilled individuals.

Explore options for the creation of a “FarmGuard” designed to provide temporary workforce to farmers during planting and harvest.

Stimulate interest in entrepreneurial activity by providing startup tools, referral services, technical assistance, and networking opportunities for both youth and adults.

Consider a matching scholarship program to bring back or retain talented Phelps County youth.

Budget

	Total	Existing	Attracting	Communicating	Local	Outside
Develop a Marketable Product	1,000,000	400,000	600,000	-	1,000,000	-
Leverage Financial Resources	1,500,000	1,000,000	500,000	-	1,500,000	-
Collaborate and Promote	350,000	50,000	250,000	50,000	100,000	250,000
Inspire and Recruit Talent	650,000	600,000	50,000	-	100,000	550,000
Total	3,500,000	2,050,000	1,400,000	50,000	2,700,000	800,000
		59%	40%	1%	77%	23%