



Q1 UPDATE

2019 PLAN OF WORK

PCDC will continue to follow a 4-pronged strategic vision that was first established in 2016 as part of the Prosperity Project 2 initiative. Over the past three years, the strategy has yielded significant beneficial results for Phelps County.

Momentum is building and development from projects begun soon after adopting the strategy promise to serve as the foundation for additional near term growth.

#Grow37 #GrowingOpportunities #GO!

GO! STRATEGY 1: Help Employers Invest & Grow

- Build enduring partnerships with local businesses
 - PCDC is a trusted partner
- Conduct 35 to 50 Business Intelligence interviews annually
 - Interviewed or assisted 22 Businesses in Q1
- Visit corporate headquarters of at least one business annually
 - None visited to date
- Advocate for favorable business policies at the state and national level
 - Member of Nebraska Chamber of Commerce and Nebraska Economic Developers Legislative Advisory Committees
- Lead efforts to train and recruit workers
 - Awarded High Demand Job Scholarships valued at \$26,000 to ten area students who agree to return to Phelps County post education

GO! STRATEGY 2: Aggressively Recruit Targeted Industries

- Nurture a responsive and supportive development culture county-wide
 - Provided annual reports to all village boards and several updates directly to business leaders
- Advance development of Iron Horse Business & Industry Park
 - Engineering schematics completed for infrastructure development and new development covenants adopted
- Communicate and meet with site selection professionals to generate leads
 - Attended two trade shows in Q1 to meet with both site selectors and engineering/construction firms
- Provide competitive and appropriate local financial assistance to projects



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GO! STRATEGY 3: Improve Community Preparedness & Quality of Life

- With partners, create affordable workforce housing alternatives
 - Rural Workforce Housing project in partnership with South Central Development District will create one new home in Q2
 - Rural Workforce Housing project in partnership with Mesner Development will create 20 townhouses in Q2
- Help employers vigorously recruit commuting workers to become permanent residents
 - GO! Down Payment Match program relocated 65 people since inception in fall of 2017
 - GO! Renter Relocation Grant program relocated 22 people since inception in fall 2018
 - GO! Builder's Incentive programs created four new homes and 30 house renovations
- Target downtown buildings for renovation and create upper level living opportunities
 - GO! DREAM program helped renovate 10 existing rental units and create 8 new rental units
 - GO! DREAM program has helped renovate exteriors of at least six downtown buildings
- Assist existing retail businesses to compete and recruit new retail businesses to fill market voids
 - Utilizing Buxton research to identify retail recruitment targets to replace Shopko, which is slated to close in June

GO! STRATEGY 4: Build Our Community Brand & Build Consensus

- Promote Phelps County to External Audiences
 - Interactive ads in Trade & Industry Magazine
- Report regularly to the PCDC board, community leaders, allied community organizations, businesses and service clubs
- Celebrate economic development success as community wins
- Establish a vibrant social media presence
- Utilize earned media to penetrate consumers resistance to advertising
 - PCDC programs featured in stories on Iowa Public TV, Nebraska Public TV, Arizona Public TV, NTV, Local 4, Kearney Hub and local media among others