

Community/Economic Development Readiness

SERN Meeting 8-25-2016



Executive Summary

Are you ready?

Over the past few years we have learned that community/economic development includes a variety of methods and utilizes a systematic approach. Ideally sustainability efforts should emphasize collaboration and cooperation among community agencies and be part of the long term vision.

Efforts by local community members are likely to have the greatest and most sustainable impact in solving local problems and in setting local norms. When community resources are tapped, efforts are more likely to be based on concepts and ideas that are culturally and ethically appropriate for that community. These programs are “owned” by the community.

REMEMBER: Companies move and stay in communities(Municipalities) not states

Current Situation

What are the constraints? What problems are we having? How do move forward in growing and expanding

There are different things that you can look at:

- 1. Access to customer Markets**
- 2. Concentration of businesses and services**
- 3. Real Estate and Infrastructure**
- 4. Labor Market factors**
- 5. Municipal Permit Processes**
- 6. Community Quality of Life**
- 7. Site Related Amenities**
- 8. Business Incentives**
- 9. Local tax Rates**
- 10. Access to local information**

Benefits

Economic Development is a collaborative process that builds strong adaptive economies and requires leadership.

Local officials play a critical role in attracting business investment, jobs and a strong tax base.

Communities that are winning work with partners who can help them develop tools and information to be successful

Continued investment in making the community a desirable place to live, work, learn and play are essential for smart growth.

According to Dale Carnegie Training What we do consistently over time is who we are !



BASICS

LOIS

Sites and Buildings

Web presence

Relationships with key leaders in community

Relationships with businesses in community

Partnership with State

Ag

Economic Development,

Revenue

Environmental Quality

Partnership with Utilities

Relationship with

State Senators

Federal Delegation

USDA, EDA,

Funding Sources

Risks

Risks of Implementing

Failure (bridesmaid)

Spec building that sits empty

Money spent that there is a perceived lack of ROI

Community NIMBY

Risks of NOT Implementing

NO projects, proposals

Continued decline of business, population

Job loss (YOUR OWN)

What can Black Hills Energy Do?

Conduct Local ED meetings and Trainings

Host prospect meetings

Site and Community tours

Online database (LOIS)

Website review

Liaison to colleges and universities

Site reviews

Infrastructure analysis

Mock Prospect visits

Outside perspective (Talk to an ED partner in a different state that we serve)

Strategic Planning

Trade Shows

Outside Consultant visits

Corporate Headquarter visits

Recommendation

YOU CAN DO IT!
JUST DO IT!

Timeline

Create Team

Set goals

Measure

Readjust

Inform

Celebrate