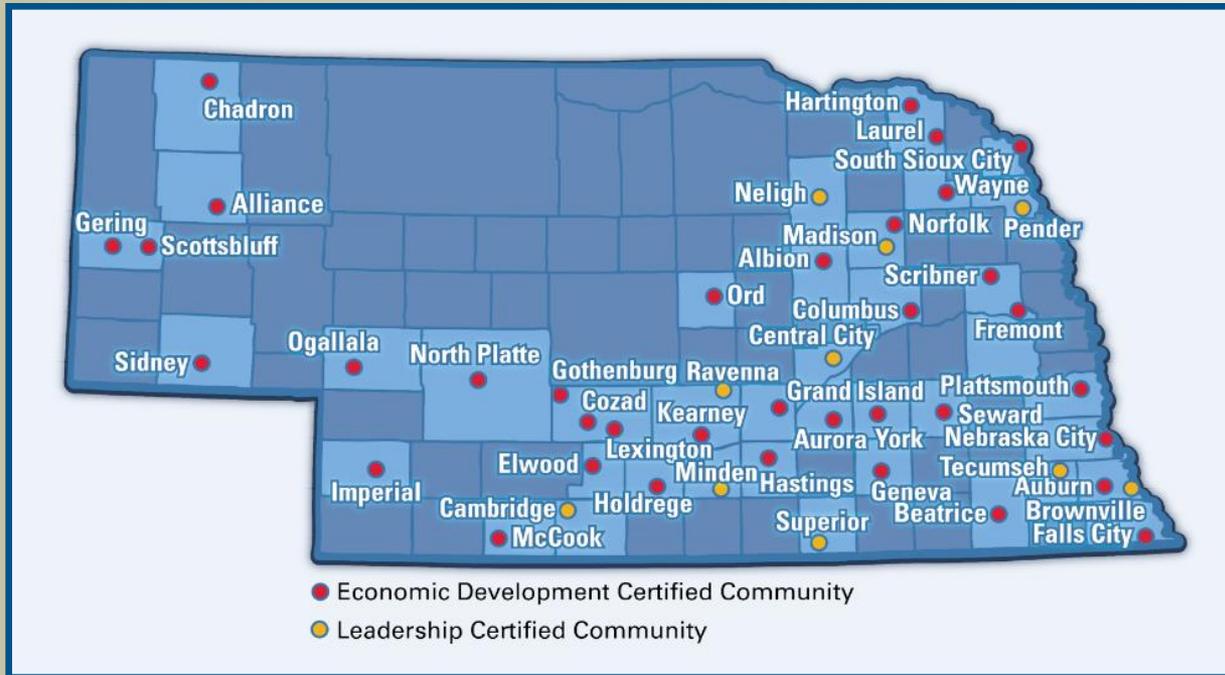


Economic Development Certified Community & Leadership Certified Community Programs



Economic Development Certified Community(EDCC) Program

Purpose:

Designates communities that continually document economic development readiness. The designation indicates that a community is prepared for business growth and capable of meeting the needs of companies seeking new locations.

Economic Development Certified Community(EDCC) Program

- Program is sponsored by the Nebraska Diplomats and administered by staff at the Department of Economic Development
- December 2015 marked ten years of certifying communities



Nebraska Diplomats, Inc.

EDCC Is Designed To Recognize Communities That...

- Adequately document their economic development readiness
- Have a well defined and organized economic development program poised for growth
- Have a professional economic development director focused on business retention and expansion efforts and recruitment efforts
- Have an available site or an available building that is being actively marketed through a business recruitment process
- Additional application criteria will be identified under “Application Process”



Program Goals

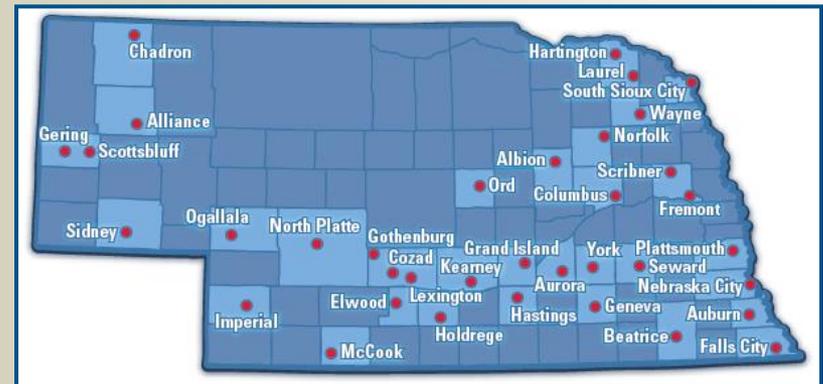
- Provide communities with a checklist of items that define proactive communities
- Identify communities with meaningful economic development agendas and capabilities increasing their opportunities for success
- Recognize community organizational infrastructure readiness and ability to respond to existing and prospective business and industry needs
- Provide feedback to a community on areas that can be improved upon to strength the community's economic development program

Why Become Certified?

- Better positioned for economic development opportunities
- Properly identified and documented as ready for economic development
- Publicly recognized as an economic development leader
- Enhances a communities success in grant funded projects

36 EDCC Communities

- Albion
- Alliance
- **Auburn**
- Aurora
- **Beatrice**
- Chadron
- Columbus
- Cozad
- Elwood
- **Falls City**
- Fremont
- **Geneva**
- Gering
- Gothenburg
- Grand Island
- Hartington
- Hastings
- Holdrege
- Imperial
- Kearney
- Laurel
- Lexington
- McCook
- **Nebraska City**
- Norfolk
- North Platte
- Ogallala
- Ord
- **Plattsmouth**
- Scottsbluff
- Scribner
- **Seward**
- Sidney
- South Sioux City
- Wayne
- **York**



Application Process

- Certification Application
 - Organization
 - Identified Targets and/or Markets
 - Community Infrastructure
 - Local Financing and Business Assistance
 - Controlled Site or Building Information
- Recertification Application
 - Organization
 - Infrastructure
 - Identified Targets or Markets
 - Business Retention and Expansion Program
 - Strategic Planning
 - Marketing Efforts
 - Long-Range Funding Plan
 - Labor Market Information and Efforts
 - Nebraska Diplomat's
 - Economic Development Evaluation



Application Process

- Non-competitive, open cycle
- All applications are reviewed by a 4-member committee outside DED
- Certification is good for 5 years
- To maintain certification communities complete a recertification application every 5 years



Economic Development Certified Community

“Over the past ten years, the EDCC program has supported the dedication of communities across our state to growing our state. This designation has become a highly-sought, high-quality recognizable seal of approval for Nebraska communities that are economically ready to welcome new and expanding businesses. The designation assists national and international site consultants, companies, and industries in their search for their next reliable strategic location.”

-Governor Pete Ricketts

What People Are Saying about the EDCC Program

- “The designation that Hartington received five years ago has really opened the door to improving our community. Not only does the process help us focus more on community and economic development planning, but allows us to be better prepared when applying for grants and using other resources. This process is a great tool in helping any community to be proactive in preparing for future growth.” **Brad Peitz, Hartington Mayor**
- “For a community our size, being economic development certified is needed for survival. It’s been phenomenal what we’ve been able to get done the last five years and now with recertification, we are much better set for the future.” **Dale Rangeloff, Scribner Mayor**



What People Are Saying about the EDCC Program

- “The City of Columbus is very proud to have been recertified by the Nebraska Diplomats in the Nebraska Economic Development Certified Community Program. This recertification is a living testimony of the community’s efforts, both in the private and public sectors, to growing our opportunities and sustainability as a place where employers wish to locate and great jobs can be obtained. The recent partnerships formed for projects to improve the quality of life for our area residents are continuing examples of our efforts to collaborate and make Columbus the great place it is to call home.” **Michael L. Moser, Columbus Mayor**
- “I am so pleased for the City of Laurel that we continue to be a certified community for economic development and thank everyone who helped in the recertification process. Great things are happening with both existing and new businesses in Laurel and this recertification will only help ensure that the momentum continues.” **Keith Knudsen, President and CEO, Security Bank in Laurel**



Leadership Certified Community(LCC) Program

- Although the EDCC program is not realistic for all communities, the process to help identify capacity, stimulate focused planning and deliberately structure websites are invaluable for all communities regardless of size
- For those communities that do not meet the requirements for the EDCC program, we recommend exploring the Leadership Designation Program

Leadership Certified Community

Purpose:

In today's competitive and challenging economic environment, it is vital for communities to demonstrate proactive leadership in order to earn trust of its citizens, open doors to opportunities to grow, and to remain viable and sustainable. This program provides a solid framework for communities to identify capacity, stimulate focused planning, and utilize technology to provide a strong foundation to meet the challenges of the future.

Leadership Certified Community (LCC) Program

- Program is sponsored and administered by staff at the Department of Economic Development
- Program was introduced in 2011



LCC Is Designed To Recognize Communities That...

- Adequately document and have a meaningful community development agenda and proactive leadership within the community
- Has a strong volunteer base that understands the community's growth potential and works to improve the community
- Additional application criteria will be identified under "Application Process"



Program Goals

- Provide communities with a checklist of items that define proactive leadership within a community
- Identifies communities with meaningful community development agendas and capabilities of increasing their opportunities for success
- Recognizes a community's leadership capacity and organization
- Provides feedback to a community on areas that can be improved upon to strengthen the community's leadership and community development efforts

Why Become Certified?

- Promotes cooperation and collaboration within the community
- Helps community to organize and prepare for development and growth opportunities
- Encourages leadership development
- Enhances the communities success in grant funded projects

10 LCC Communities

- **Brownville**
- Cambridge
- Central City
- Madison
- Minden
- Neligh
- Pender
- Ravenna
- Superior
- **Tecumseh**



Application Process

- Certification Application
 - Organization
 - Strategic Planning
 - Community Planning and Zoning
 - Business and Technology
 - Implementation

NEBRASKA
DEPARTMENT OF
ECONOMIC DEVELOPMENT

Leadership Certified Community Application
Revised, January 2016

Program contact: Kelly Gewecke, 308-627-3151 or kelly.gewecke@nebraska.gov

Program Purpose

In today's competitive and challenging economic environment, it's vital for communities to demonstrate pro-active leadership, not only to earn the trust of citizens, but to open doors to the many opportunities to grow, remain viable and become sustainable. The purpose of the Leadership Certified Community Program is to provide a solid framework for communities to identify capacity, stimulate focused planning, and utilize technology to provide a strong foundation to meet the challenges of the future.

Program Requirements Summary

- Completion of a community needs assessment showing community-wide involvement
- Completion of a community profile
- Development of a community strategic plan, utilizing the information from the needs assessment
- Development of a comprehensive plan
- Development of a capital improvement plan
- Development of zoning and subdivision ordinances
- Development of building codes, code enforcement and a building permit process
- Updated and consistent online presence, including a community website
- Updated and consistent presence on Location One Information System (LOIS)
www.locationone.com
- Establishment, and ongoing implementation of an active Business Retention and Expansion(BRE) program
- Financing options for projects and goals included in the strategic plan and comprehensive plan
- Development of a resource list for businesses, including financial and technical assistance programs and providers

Page 1 Form Revised 01/05/2016

Application Process

- Non-competitive, open cycle
- All applications are reviewed by a 4-member team of DED staff members (including the BD field staff representative for the region)
- Certification is good for 5 years
- To maintain certification communities complete a recertification application every 5 years

What People Are Saying about the LCC Program

- “Becoming a Leadership Certified Community shows Ravenna’s pride and readiness to continue to move forward with strong leadership and an active business community.” **Kellie Crowell, Ravenna City Clerk/Treasurer**
- “Becoming a Leadership Certified Community has been a goal for the City for several years now and we couldn’t be more excited to achieve such an honor,. It will serve as a catalyst for the City to continue to push forward to enhance and improve the economic viability within the community.” **Matt Cederburg, Minden City Administrator**



NEBRASKA

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NEBRASKA

DEPARTMENT OF
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Questions?