

# HARTINGTON COMMUNITY DEVELOPMENT CORP.

## GOALS & PRIORITIES – *Updated April 2015*

The Hartington Community Development Corporation was formed in 1973.

**Mission Statement:** The mission of the Hartington Economic Development Corporation is to provide proactive leadership and vision for the City of Hartington that results in perpetuating short and long term sustainable economic growth through job and business growth, a competitive wage scale, suitable housing, and a stable population which fosters and preserves a high quality of life for all the citizens.

## **2015 Economic Development Officers and Board of Directors:**

### **Officers & Board of Directors:**

Chris Miller, President  
Peggy Year, Vice President  
Brandon Baller, Treasurer  
Joshua Wolfe, Secretary

### **Board of Directors:**

Bill Dendinger  
Matt Dresden  
Don Noecker  
Kerry Dendinger  
Ed Bottolfsen  
Jesse Hochstein  
Dan Leise  
Dan Kathol

### **Economic Development Coordinator:**

Carla Becker

# Hartington Community Development Corp.

## *Plan of Work—Goals & Objectives*

April 2015

### **Goal #1: Retain, Expand Existing Business & Recruit New Business**

<b>Responsible Party</b>	<b>Strategy</b>	<b>Completion/ Timeline</b>
ED Coordinator	1. Visit one businesses per month	On-going
ED Board	2. Market & recruit business for vacant 6,600 sq ft Commercial building	Recurring
ED Coord. & Board	3. Develop new marketing materials	2015
ED Coordinator	4. Attend Business & Industry Product Shows to promote retention, expansion, and the attraction of new businesses.	<i>As needed and appropriate per target</i>
ED Board	5. Complete a target market analysis with NPPD to determine target markets for the recruitment of new business	<i>Completed July 2013</i>
Committee	6. Develop Business Recruitment DVD	2015-2020
ED Coord. & Board	7. Creating new entrepreneurial business opportunities/innovations/off-shoots/spinoffs based on ideas and needs of existing businesses	Recurring
ED Coord.	8. Helping startups (detailed business plans w/ 3 year projections, financial assistance and other forms of assistance associated with starting/managing/growing new startup businesses)	On-going
ED Coord.	9. Mentoring/coaching businesses	Recurring
ED Board	10. Create a business incubator	2015-2020
ED Coord. & Board	11. Support and assist existing businesses	On-going

#### **Funding:**

Economic Development Budget (LB 840 funds)

**Potential Sources of Assistance:** NE Dept. of Economic Development, Nebraska Public Power District, Center for Rural Affairs, Cedar Knox Public Power District, Northeast Nebraska Economic Development District, Nebraska Business Development Center, USDA

**Goal #2: Continue Downtown Revitalization and Storefront Improvements**

<b>Responsible Party</b>	<b>Strategy</b>	<b>Completion/ Timeline</b>
ED Board	1. Apply for State funded grants for Downtown Revitalization	Recurring
ED Coord. & ED Board	2. Continue RLF with JOBS grant for Façade Improvements	On-going
ED Board & Chamber	3. Increase local support of existing retail and service businesses (ie. shop local campaigns, customer service training needs)	2015/2016

**Funding:** Economic Development Budget (LB 840 funds), TIF, JOBS Grant

**Potential Sources of Assistance:** NE Dept. of Economic Development, Northeast Nebraska Economic Development District, NIFA, USDA, local banks, TIF Attorney, volunteers, youth involvement, civic organizations.

**Goal #3: Develop New and Expanded Housing Sub-Division (Westfield Acres) & other Hartington Housing Needs**

<b>Responsible Party</b>	<b>Strategy</b>	<b>Completion/ Timeline</b>
ED Board	1. Develop new housing sub-division (Westfield Acres). This entailed a housing committee, housing Study, engineers, layout and development, and Application for state CDBG grant which was received)	<i>2008-2010 Completed</i>
Realitors & ED Bd	2. Market and recruit new WFA	2010 and On-going
ED Board	3. Plan for Phase II for Westfield Acres	2015-2018
ED Board	4. Determine need for “other” housing/apartment needs a. Workforce housing	On-going
Housing Rehab Committee & City	5. Inventory of homes and buildings that need to be repaired or demolished.	On-going

**Funding:**

Economic Development Budget (LB 840 funds), TIF, Affordable Housing Grant, lot sales, private investment, State of Nebraska CDBG

**Potential Sources of Assistance:** NE Dept. of Economic Development, Northeast Nebraska Economic Development District, NIFA, USDA, local banks, TIF Attorney, volunteers, youth involvement, civic organizations.

**Goal #4: Attract New Business to existing Industrial Park and work to develop newly acquired 15.2 acres of Expanded Industrial Park**

<b>Responsible Party</b>	<b>Strategy</b>	<b>Completion/ Timeline</b>
ED Coordinator	1. Business visits with those in Industrial Park to determine needs and possible growth opportunities (possible industry to compliment theirs)	On-going
ED Board	2. Develop Industrial Signage for the park (2 signs)	2009-2010-Completed
ED Coord.	3. Continue with mass mailings and Business and Industry Shows to attract businesses to Industrial Park	Recurring
ED Board	4. Develop Business & Industry Recruitment DVD	2015-2020
Steffen Engineering	5. Complete an Environmental Phase I to have in place for business attraction	2009- Completed
ED Board	6. Begin research on new area/land for expansion of Industrial Park	2010 completed and land purchased Jan. 2015
ED Board	7. Develop new 15.2 Expanded Industrial Park and start recruitment of businesses and Industries	2015 and on-going

**Funding:** Economic Development Budget (LB 840 funds)

**Potential Sources of Assistance:** NE Dept. of Economic Development, Steffen Engineering and Testing, Inc., Sioux City, IA., Nebraska Public Power District

**Goal #5: Recruit Families/Individuals to live and work in the area**

<b>Responsible Party</b>	<b>Strategy</b>	<b>Completion/ Timeline</b>
ED Board	1. Develop new marketing brochures to promote Hartington's assets.	2015
ED Board	2. Speak to High School Seniors about opportunities to move back and stay	On-going
ED Coordinator	3. Research possible business incubator for Hartington area to encourage new job opportunities.	2015-2020
ED Board	4. Planning for replacement of retiring baby-boomers in current workforce <ul style="list-style-type: none"> <li>a. Hiring needs of existing businesses</li> <li>b. Requirements/skill sets for qualified applicants</li> <li>c. Personal skill sets including communication</li> </ul>	On-going

**Funding:** Economic Development Budget (LB 840 funds), grants

**Potential Sources of Assistance:** NE Dept. of Economic Development, Nebraska Public Power District, Center for Rural Affairs

**Goal #6: Enhance City Website (Facebook & other Social Networking)**

<b>Responsible Party</b>	<b>Strategy</b>	<b>Completion/ Timeline</b>
ED Board	1. Restructure/enhance city website	On-going
ED Coordinator	2. Modify/improve economic development link	On-going
ED Board	3. Continually enhance website to assist businesses and to attract new businesses and families	On-going
ED Board	4. Recruit youth, businesses, and elderly to Hartington by utilizing internet social medias (added Facebook)	On-going

**Funding:**

Economic Development Budget (LB 840 funds)

**Potential Sources of Assistance:**

Nebraska Public Power District, Hartelco, Center for Rural Affairs

**Goal #7: Retain substantially more youth/younger adults in the community and develop the next generation of leaders/leadership.**

<b>Responsible Party</b>	<b>Strategy</b>	<b>Completion/ Timeline</b>
City/ED Board	1. Create the ongoing job opportunities that will entice the younger adults to settle/live in the Hartington area.	Recurring
City/ED Board	2. Provide the living essentials and quality of life that allows Hartington to better compete/attract young adults.	Recurring
City/ED Board	3. Involve the youth/young adults early on in the process and have a plan and training that includes practical experience for developing new leadership in the community.	2015 and On-going
Committee	4. Conduct Leadership Retreats and invite/involve youth in the retreats.	On-going

**Funding:**

Economic Development Budget (LB 840 funds), grants

**Potential Sources of Assistance:** Nebraska Department of Economic Development, Nebraska Public Power District, Center for Rural Affairs

## **Goal #8: Career and Technology Education**

<b>Responsible Party</b>	<b>Strategy</b>	<b>Completion/ Timeline</b>
ED Board/Volunteers	1. Focus on 2 year trades (ex: welding and Construction)	2015-2018
ED Board/Volunteers	2. Co-opting with NECC Industrial Technology Bldg./programs	2015-2018
ED Board/Volunteers	3. Work experience programs including job shadowing and internships for 7-12 students	2015-2018
ED Board/Volunteers	4. Endowment or financial support for advanced training for teachers/others	2015-2018
ED Board/Volunteers	5. Explore new education models for rural schools	2015-2020
ED Board/Volunteers	6. Offer Leadership Classes to promote involvement on Boards and civic involvement	2015 and On-going

**Funding:** Economic Development Budget (LB 840 funds)

**Potential Sources of Assistance:** Hartington-Newcastle Public School, Holy Trinity Elementary and Cedar Catholic High School, West Catholic and East Catholic, other area schools, Northeast Community College, Wayne State College, Nebraska State Education Association, Nebraska Rural Community Schools Association

### **Other Priorities/Focus Areas:**

Other priorities of economic development are to build on Hartington's strengths, promote job opportunities, entrepreneurship and leadership within the community. Such as:

- Develop additional community resources i.e. brochures, area pamphlets.
- Capitalize on all possible grant opportunities as the need/opportunity arises.
- Broaden the community's tax base and help provide local community services needed to maintain a rich quality of life i.e. new housing development, LB840 sales tax.
- Achieving Re-Certification for Nebraska Economic Development Certified City Community designation status in the State of Nebraska.
- Hosting an annual or bi-annual Hartington Leadership Retreat.
- Organizing the annual Hartington Legislative Day in Lincoln each spring.
- Promote local shopping especially during the tough economic times ahead will be an obvious important area of focus i.e. shop local campaign
- Work closely with other Cedar County economic developers to promote regional economic development opportunities.
- Create and follow a "Master Plan" for store front redevelopment, street, and sidewalk improvements.
- Promote the City's excellent fiber optics communication facilities with regard to high-tech internet based jobs and/or rural outsourcing.
- Market the need for a family restaurant to entrepreneurs and existing businesses.
- Work with the schools to expand their programs to include training for job opportunities in the city.