

City of Scottsbluff, Nebraska

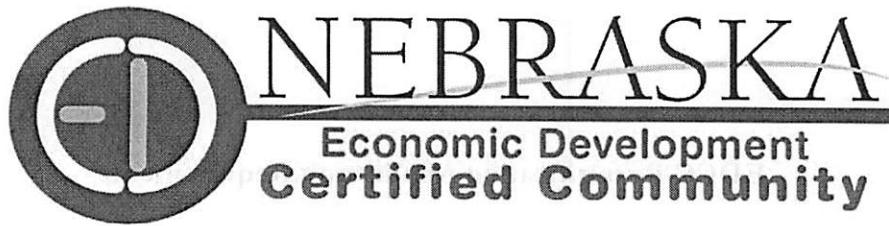
Monday, August 3, 2015

Regular Meeting

Item Public Inp4

Council to consider compensation to Twin Cities Development for preparation of the Economic Development Certified Community (EDCC) recertification application to the Nebraska Department of Economic Development.

Staff Contact: Nathan Johnson, Assistant City Manager



Recertification Application

Nebraska Economic Development Certified Community (EDCC) Program

The Nebraska Economic Development Certified Community (EDCC) program is sponsored by the Nebraska Diplomats and administered by staff at the Nebraska Department of Economic Development.

The designation of EDCC is reserved for those communities that document economic development readiness. Each applicant community is evaluated on program standards related to:

- 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

Recertification in the EDCC program requires an equally serious commitment from the applicant community. Recertification is approved when communities meet the same specific critical standards documented during the last five years since earning the initial certification.

Six months prior to an EDCC expiration date, a community will receive written notification from the Department of Economic Development indicating the date that a recertification application is due.

Directions:

The EDCC Recertification Application must be submitted as a PDF via e-mail to Lynn Kohout at lynn.kohout@nebraska.gov and Lori Cole at lori.a.cole@nebraska.gov. The PDF must be less than 5 MB in size.

EDCC Recertification applications are treated as official "Request for Proposals" from the Department meaning that a community must thoroughly answer all questions, number all pages, and identify within the document (easily viewable) the date it is being submitted to the Department.

An EDCC Recertification application must include a thumbnailled (i.e. clickable) "Table of Contents". All attachments should be part of the PDF and identified in the "Table of Contents."

The applications are reviewed and evaluated by a committee of economic development professionals outside the Department. A community will receive a letter from the Department approximately four weeks from the application submission date, notifying them of the status and/or indicating any necessary items that need to be addressed to maintain certification.

Any questions can be directed to Lynn Kohout at 402-440-2599 or lynn.kohout@nebraska.gov.

Updated: December 8, 2014

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EDCC Recertification Application Requirements

Part I. - Letter from Applicant Municipality

Provide a letter from the applicant's municipal government identifying the lead economic development agency and local contact person for the EDCC Recertification application.

Part II. - Website

The community or lead economic development agency must have a working and updated website focused on the community's economic development efforts.

The review committee will ensure the applicable website includes:

A. Identification

1. Name of community or organization.
2. Name of STATE – Nebraska clearly shown.
3. Map showing location of community within Nebraska.
4. Location identification found on every page.
5. Action photos showcasing the community.

B. Contact Information

1. Full/complete information (physical address, telephone with area code, email address).
2. Contact information found clearly on home page and in the footer/header/sidebar of every page of the site.
3. Emails should be “hot” or working, and spelled out – not somebody's name underlined, or a sentence saying “email us.”
4. If the page features a “Contact Us” button or tab – it should open up another page on the website with the same look and feel and should contain contact information. This should NEVER be a link that automatically opens as an email.

C. Navigation

1. Should be easy to follow and identify where one is at all times within the site.
2. Provides way back home without having to use “back” button.

D. Economic Development Page

1. If providing a link to the community's or economic development organization's website, a page or tab must be dedicated to the economic development efforts.

E. Online Properties

1. Website must have Location One Information System integrated or linked so all available sites and buildings are accessible to the viewer.

Provide a working link to the community's or lead economic development agency's website.

Part III. - Location One Information System (LOIS) Information

The community must have LOIS fully integrated or linked into the community's or lead economic development agency's website. In LOIS the applicant must have all Community Information, Available Buildings, and Available Sites fully populated with current information (i.e. all printable flyer fields and advanced search fields must be completed, and at least one photo for the community, each available building, and each available site must be provided).

From the provided link the review committee will verify that all Community Information, Available Buildings, and Available Sites in LOIS are fully populated with current information.

Part IV. - Controlled Site or Building Information

A community needs to have an available site (approximately 20 acres or more), or available building (approximately 20,000 square feet or more) developed, or in the process of being developed to maintain EDCC certification. The site or building must be controlled in the form of ownership, an option, or a right-of-first refusal. The building or site must be listed in LOIS and fully populated (i.e. all printable flyer fields and advanced search fields completed, and at least one photo of the site or building provided).

Existing Building (if used for the purpose of this application)

- Submit (as an attachment) documentation of price-control for the building (could be a letter of agreement with the owner, or documentation of ownership).
- Submit LOIS link to **fully populated** building page.
- Identify the community's targeted industry goals for the building.
- Describe infrastructure extensions and/or upgrades needed to serve a potential customer at the building as it relates to the community's targeted industry goals.

Site Development (if used for the purpose of this application)

- Submit (as an attachment) documentation of price-control for the site (could be a letter of agreement with the owner, documentation of ownership, an option, or right-of first refusal).
- Submit LOIS link to **fully populated** site page.
- Identify the community's targeted industry goals for the site.
- Describe the status of infrastructure extensions and/or upgrades needed to serve a potential customer at the site as it relates to the community's targeted industry goals. Identify the estimated timeline to complete the necessary infrastructure extension and upgrades.

Part V. - Community's Identified Targets or Markets

Identify the community's existing industry sector(s) and geographic focuses, as well as the community's targeted markets for recruitment activities. Describe how the targeted industries or market segments for the community were determined and provide an overview of the marketing plan to address identified targets.

Part VI. - Business Retention & Expansion Program

Provide detailed information on the community's Business Retention & Expansion program. Include:

- How businesses are identified/targeted for visits?
- What industries are included in the visits?
- How visits are conducted and who is involved?
- How the community uses the information collected from each visit?
- How is visit follow-up initiated and tracked?
- An explanation of any recognition program for local industries/business.

In addition, provide a listing of visits that have been conducted during the past 12 months.

EDCC communities are required to complete a minimum number of business visits annually based on population size. Refer to the table below for a guideline on the number of visits a community is required to conduct annually to meet the EDCC program requirements.

<u>Population:</u>	<u>Guideline for BR&E Visits Conducted Annually:</u>
Less than 5,000	15 Interviews
5,000 – 10,000	25 Interviews
Greater than 10,000	35 Interviews

Part VII. - Community Strategic Plan for Economic Development

Within the last five-years the applicant community or lead economic development agency must have participated in a long-range strategic planning process involving their economic development efforts. This strategic planning process should include:

- Assessment of the community's assets and liabilities.
- Identification of key local issues.
- An outline of goals and objectives (objectives should describe key results to be achieved, measures of progress, and target dates for achievement).
- Development of strategic actions that will accomplish the community's economic development goals and objectives.
- An implementation plan that includes organizational responsibilities, resource allocation (how will the community fund the strategy), and a one-year work program (annual action plan).
- Evaluation methods that enable the community or organization to determine if it is achieving expected results. The plan should be flexible enough to allow for emerging opportunities.

Attach or provide a link to the community's most recent strategic plan for economic development.

Part VIII. - Marketing Materials

Attach a copy or link to the community's marketing materials used for economic development and business recruitment efforts. Marketing materials may include printed materials, websites, etc.

Part IX. - Long-Range Funding Plan

The community should have a long-range funding plan (minimally for the next fiscal year) for the community’s economic development efforts or economic development agency. The funding plan should include the costs for staff, benefits, travel, contracted service providers, and volunteers involved in the economic development efforts. Also other organizational needs should be identified, including adequate staffing, equipment, and resources to operate an efficient and productive economic development business. Additionally, this should include necessary capital reserves to respond to immediate business opportunities, and funding sources for any ongoing operation of the economic development group.

Attach or provide a link to the community’s Long-Range Funding Plan for economic development. The plan should be in the form of a balanced budget.

Part X. - Labor Market Information and Efforts

The community must maintain current labor market information from a survey or compiled report. Labor market information should support the community’s targeted marketing efforts and be no older than three years.

The Nebraska Department of Labor, a utility provider, or a contracted agency, are useful resources in compiling labor market information for a community.

Attach a copy of the community’s most recent labor market information.

In addition, describe the community’s efforts and initiatives to address labor market and available workforce issues. Include information regarding partnerships formed with businesses, community colleges and schools within the community and region to develop strategies for providing skilled labor and resources to train people.

Part XI. - Nebraska Diplomats

Identify the first and last name of each Nebraska Diplomat located in the applicant community, along with the business they own or work for. In addition, identify how each Nebraska Diplomat participates in the local community’s economic development efforts.

EDCC communities must engage their local business leaders and owners in the Nebraska Diplomat’s program. Refer to the table below for a guideline on the minimum number of Nebraska Diplomat’s representing the local community to meet the EDCC program requirements.

<u>Population:</u>	<u>Guideline for Number of Nebraska Diplomat’s per Community:</u>
Less than 5,000	1
5,000 – 10,000	3
Greater than 10,000	5

Part XII. - Economic Development Evaluation

A. Provide a written evaluation of the community’s economic development accomplishments during the past five years, including:

- a. Business recruitment and expansion projects completed, community development projects completed, awards received, etc.
- b. Programs utilized within the community (local, state or Federal programs) to improve infrastructure (housing, utilities, roads, etc.) that support the business climate. Provide details and specific examples of how these programs have impacted the community and assisted businesses.
- c. Collaborative efforts with local, regional and state economic development organizations and provide examples of positive outcomes resulting from these efforts.

B. In addition, complete the following table for the previous five years:

<u># of</u>		
	New Manufacturing Businesses Located in the Community.	Identify Businesses:
	Direct New Jobs Created from New Manufacturing Businesses Located in the Community.	
	New Primary Companies Located in the Community (do not include manufacturing businesses or small businesses).	Identify Companies:
	Direct New Jobs Created from New Primary Companies Located in the Community (do not include manufacturing businesses or small businesses).	
	New Non-Primary Businesses Located In the Community.	Identify Businesses:
	Direct New Jobs Created from New Non-Primary Businesses Located in the Community.	
	Business Expansions Located in the Community.	Identify Businesses:
	Direct New Jobs Created from Business Expansions Located in the Community.	
	Jobs Retained From Community’s Economic Development Efforts.	
	Businesses Closed.	Identify Businesses:
	Direct Jobs Lost Due to Business Closures.	
	Industrial Sites Developed.	Identify Industrial Sites:
	Volunteers Working on Economic Development for the Community.	

Nathan Johnson

From: Rawnda Pierce <twincitiesdev@tcdne.org>
Sent: Friday, July 31, 2015 1:23 PM
To: Nathan Johnson
Subject: Scottsbluff Re-certification application

After the TCD board meeting discussion, we propose to complete the Re-certification application on behalf of the City of Scottsbluff by the Oct. 1, 2015 deadline.

We will use actual hours at a billable rate of \$75 per hour to determine final costs. We estimate the cost to be at \$2,500 on the minimum side and not to exceed \$5,000 total.

Let me know if you want TCD to proceed with this application. We look forward to working with you on this project.



Rawnda Pierce
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