

City of Scottsbluff, Nebraska

Monday, March 3, 2014

Regular Meeting

Item Reports⁷

**Council to receive an update on the Economic Development
Consultant interviews.**

Staff Contact: Rick Kuckahn, City Manager

Dear (consultant),

We ask that you prepare a presentation that will focus on the following points/ products. We will work through specifics (time/place) but anticipate roughly an hour presentation expecting some questions and clarification during your presentation. However with the number of people involved and the fact that we consider this project extremely important additional time may be needed. Please contact the city with your expected requirements and if you will need any equipment for your presentation.

We will be inviting the Twin Cities Development Board and Director, City Council members and its relevant Boards/Commissions along with the interview panel and possibly others. We are estimating roughly 20 people. The phone interview panel will have primary responsibility to score the presentations however other attendees will be asked for their perspective as well.

Obviously we are not looking for the answers to the follow questions but how you would go about addressing them and what form the work product will take. We will be interested in your expected timing to produce various parts and an estimate of cost for each. Please do not include a discussion of cost in your presentation rather seal the estimate and submit it the day of your presentation. We will open both cost estimates at the same time after both consultants have presented. Clearly cost is one consideration however as in all of our professional contracts we seek the "best and most responsible" submittal.

Deliverables:

Provide a detailed list of the assets present in the region, how they can be accessed and what enterprises can make the best use of these assets. Such things as city/regional services (infrastructure, sewer, water, parks, recreation related) geographic location, wage rates, work ethic, the airport, infrastructure including fiber, rail access, quality of life, agriculture and others are the kind of assets we are referring to. We are looking to fully exploit whatever the region offers. SWOT analysis prepared in previous studies may be helpful as a resource, but we would like the consultant to look at with "fresh eyes".

Based on identified assets we expect a list of enterprises best suited and most likely to locate in the region. We are not looking for broad definitions like “value added agriculture”, but would like the targets to be rather specific. Examples include services like insurance, Ag loans, processing and packaging, shipping, feed supplement production. Or specific enterprises complimentary to the Regional West Medical Center. Or enterprises that may take advantage of education opportunities (WNCC). We are not looking to hit the side of a barn rather we want to focus on multiple bulls eyes.

Based on the asset lists, we expect a list of enterprises already located in the region. Identify strategies to grow existing services or expand the services they provide (diversification) as well as ways to attract and recruit new industries identified.

The consultant working with and through our economic development agencies will be exposed to how we currently conduct business for economic development in the region. The consultant will be asked to review the current system and provide a discussion on the pros and cons of the current system and relationships and provide input if there are recommendations to improve delivery of services that will enhance or improve efforts in this area or if it is working well as it is currently defined.

Evaluation of “ideal” physical locations in the region best suited for the list of enterprises identified in #2 and #3 above. This may include in-fill opportunities, redevelopment sites as well as identification of new green field sites.

Having additional locations as options may provide competition and incentive for the owners to privately participate. We need to identify best practices for “ownership” or control of the candidate parcels. We are looking for guidance in options that fits our community's needs best to control/influence a timely sale of key property at a reasonable price. This may include options to buy, purchase or land or a combination of public/private partnership.

How will these parcels fit into the communities Comprehensive Plan. We are in the process of updating the Comp Plan and will use your (consultant) work as a key element in the plan. We need to understand how the optional ED parcel selections will fit into a well managed, environmentally sound and sustainable land use pattern that compliments what is already in place. We will be looking for such things as suggested ratios of various land uses needed to support the potential of land identified for ED purposes.

Marketing strategies will be provided through the report to assist us in growing existing business’ and prospecting for new the enterprises you recommend above. We need specific recommendations on the best strategies to market the community to the identified enterprises. Trade shows, magazine ads, hired promoters, travel to corporate headquarters, etc. Does the community need sites designed and ready for a building permit or raw land readily available for purchase? Specific steps that have proven successful in other areas and how those approaches apply in our region. It may also include helping the community and economic development agency put the appropriate website and marketing materials together.

Using our identified properties, provide due diligence review of each site. A separate bid may entail engineering and design of the property for future development. We also seek a description of the actual form of recommended marketing materials.

Evaluate the existing and potential workforce and how those individuals will fit the type and size of enterprises you recommend to target. Education levels, wage rates, total numbers, training potential and required additional training needs must mesh with jobs being targeted. Discuss how the community would need to adjust in terms of housing availability. This relates to #7 above. What types of housing fits the workforce (affordability), how much land will be needed.

One of the directions the community seeks to move is toward higher paying jobs. A discussion of the process of moving from our current potential to this “higher level” is important to address. This will include the specific steps that must be taken to achieve this goal. For example we have educational programs in place to address problems with our students reaching higher educational achievement. Preschool offerings are relatively new to the school districts offerings. Special curriculums are in place and being developed to bring dropouts back into the system. However education is only one part of the equation. We will need a range of steps to improve our ability to meet the needs of new and expanding employers offering higher pay.