

# **City of Scottsbluff, Nebraska**

**Tuesday, September 8, 2020**

**Regular Meeting**

## **Item Reports<sup>1</sup>**

**Council to receive a presentation from Twin Cities Development Association, Inc. (TCD), with discussion to follow on the Memorandum of Understanding (MOU) between the City of Scottsbluff and TCD.**

**Staff Contact: Rick Kuckkahn, Interim City Manager**



**ECONOMIC DEVELOPMENT  
FOR WESTERN NEBRASKA**

## **ORGANIZATION 2020**

*Excellence in Economic Development*

# ORGANIZATION FOR THE FUTURE

## ➤ **Reorganization Vision**

- Organization that is focused on Excellence in Regional Economic Development.

## ➤ **Strategy**

Assemble Economic Development resources in an organization that:

- Creates highly effective group that is the center of Economic Development.
- Incorporates all contributors to Economic Development.
- Provides efficient deployment of expertise and resources.

# ORGANIZATION OF THE FUTURE

## ➤ **Organization**

- Align with the City of Scottsbluff to encompass regional Economic Development (90-day trial governed by MOU)

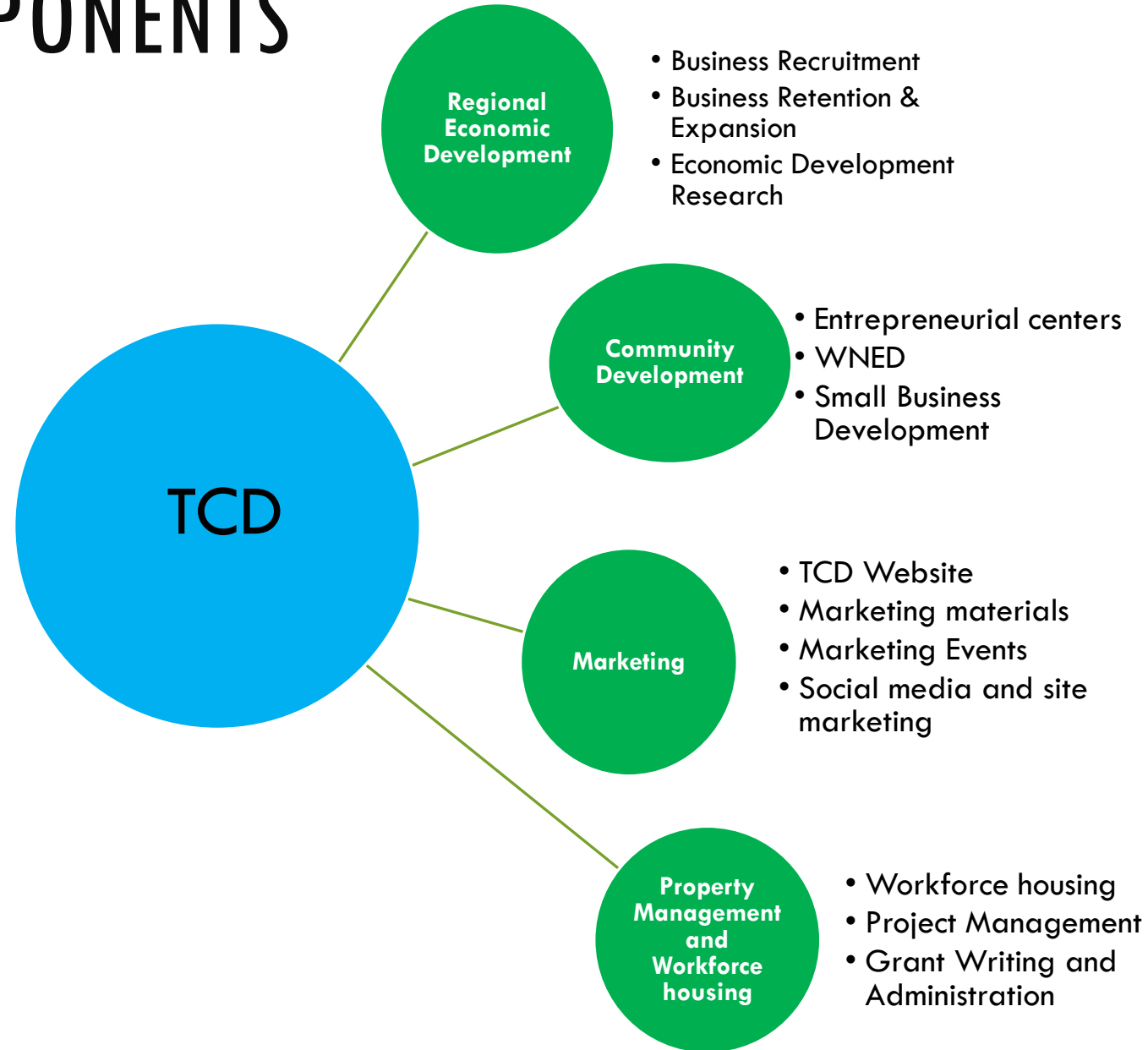
## ➤ **Rebranding**

- Message that supports the Vision

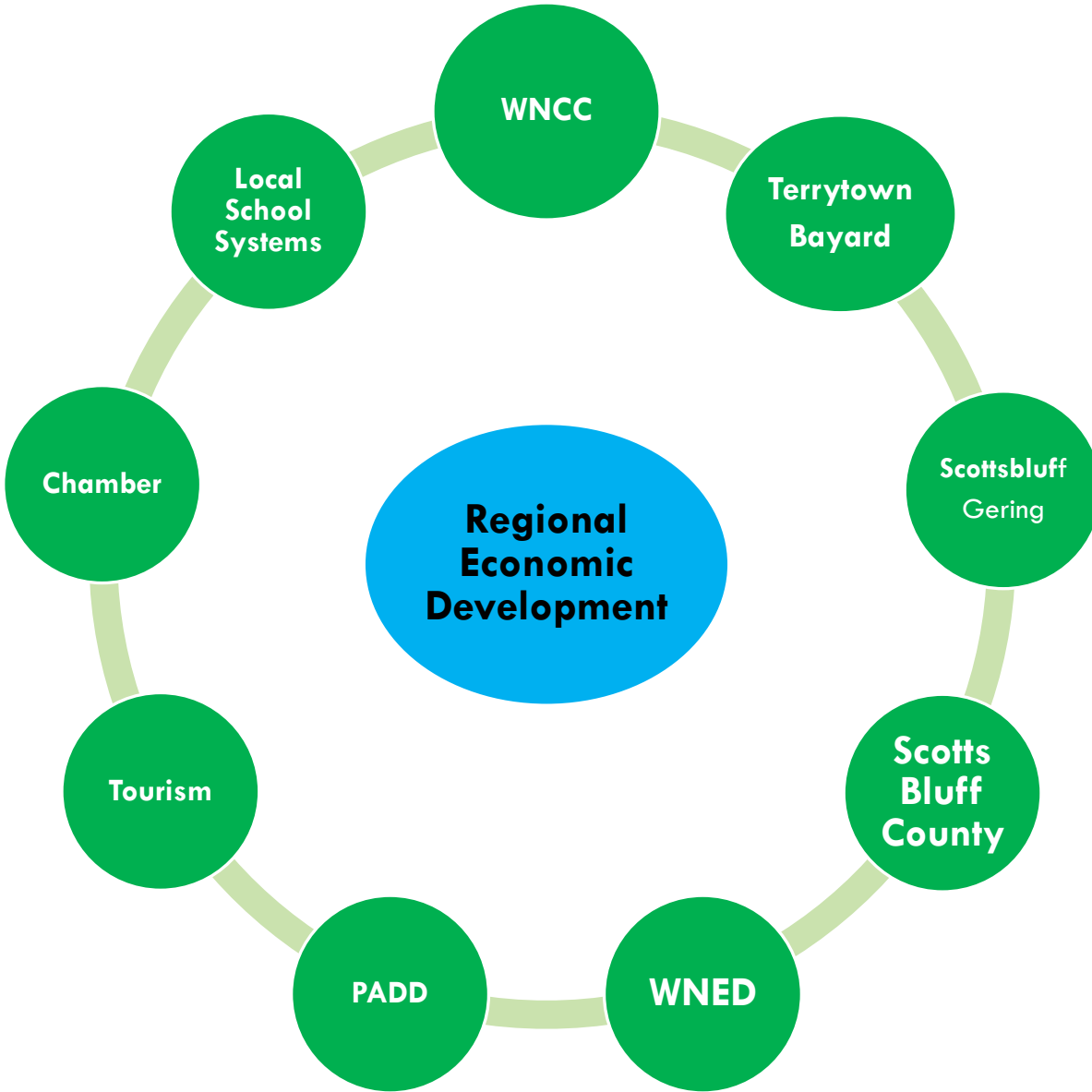
## ➤ **Strategy**

- Evaluate the key components through ongoing communication

# KEY COMPONENTS



# RELATIONSHIP ALIGNMENT



# ORGANIZATION FOR THE FUTURE

## SUMMARY

### ➤ **Reorganization Vision**

- Align with the City of Scottsbluff to encompass Regional Economic Development
- Memorandum of Understanding is the basis for beginning the strategic partnership.
- Trial period is 90 days.
- At end of 90 days, a formal agreement would be developed.

### ➤ **Focused Strategy**

- Highly effective group that is the center of Economic Development.
- Incorporates all contributors to Economic Development.
- Provides efficient deployment of expertise and resources.

## **MEMORANDUM OF UNDERSTANDING**

**This Memorandum of Understanding (MOU) is between the City of Scottsbluff (City) and Twin Cities Development Association, Inc. (TCD).**

**The City and TCD mutually agree resources should be consolidated to maximize a regional economic development effort and to avoid duplication of services by the City and TCD.**

**A re-branding workshop will be scheduled after the trial period ends and a more permanent agreement is reached by the parties. This will promote and support the “regional economic development effort” put forth by TCD and the member communities. The workshop will involve the TCD Board of Directors and representatives from Scotts Bluff County and the Cities of Scottsbluff and Gering, as well as other member communities.**

**The City and TCD will share information, contacts and resources relating to regional community and economic development.**

**Starr Lehl will remain a City employee and the City will be responsible for wages, benefits and the payment of training and conference expenses. The total equates to an amount that approximates \$100,000. This financial commitment shall be the City of Scottsbluff’s contribution to a “Strategic Partnership” with TCD which will include representation on the TCD Board as an ex officio member of the board.**

**Lehl will initially divide her time between city hall and the TCD office. It will be up to her discretion as to the days and hours that are spent at each location initially. This will be dependent on what projects, travel, meetings, and training responsibilities are for that day and/or week. The goal is to house all the offices in the TCD offices at 1620 Broadway, Scottsbluff. Combining staff in one central location creates a more cohesive environment for facilitation of projects, idea sharing, prospect development and makes it simpler for the businesses that are being served. It creates one place to go or one office to refer clients, clarifying location and staff to be consulted.**



A concentrated effort will be made to coordinate and meet regularly with the Scottsbluff/Gering Chamber of Commerce, Gering Convention & Visitor's Bureau, Panhandle Area Development District, Scotts Bluff County Tourism and other groups and organizations.

There will be a concerted effort to attend and periodically be on the agenda of council or board meetings of member communities to report updates and provide outreach to the outlying areas. This will be a priority of the combined regional effort.

An initial term of this MOU shall be for a trial period of ninety (90) days beginning on \_\_\_\_\_, 2020. During the initial term, both parties will re-examine and critique the performance and operation of the agreement to assure the desired outcome. Communication is a key and vital part of making the partnership work. Every effort will be made to provide input and feedback to the parties involved. Discussion on what is working well, what needs improvement and what is not effective will be made on a regular basis.

If both parties agree that the arrangement is working to their satisfaction, a longer, more permanent agreement term will be discussed prior to the end of the 90-day trial period.

The basic duties of the organization's positions (Executive Director, Economic Development Director, Community Development Director, Marketing and Admin. Assistant) are outlined to be used as a guideline. This identifies which person will be the primary lead for the job duty and who is person ultimately responsible for that specific job duty. Others may help and provide support and be part of the team, but the main responsibility for the duty or task will fall to the person assigned to the task.

**Executive Director:**

Financial management and oversight of the financial position of the organization

Responsible for A/P, A/R, payroll, budgeting, and preparation of financials for the organization

Grant writing and grant administration

Housing development and housing management

Oversight of all housing programs and housing workforce

**Economic Development Director:**

Responsible for business recruitment and lead generation for the organization

Oversight of BRE visits and activities related to expansion of existing businesses

Update available larger commercial sites and buildings on LOIS site

Responsible for LB840 for business applicants that qualify are primary industry (not retail)

Responsible for the organization's timely responses on RFP's and RFI's

Participate with educators and employers for successful workforce development programs

**Community Development Director:**

Assist smaller businesses with LB840 applications and business coaching

Oversight of eKitchen and eCenter to include rates, tenants, scheduling, etc.

Coordinator of the WNED group (Western Nebraska Economic Development)

Responsible for filing appropriate documentation for member communities to remain qualified as a Certified Community with the State of Nebraska

Update available smaller retail and commercial buildings on LOIS site

Responsible for assisting smaller communities in becoming Certified Leadership Communities

Participate with educators and employers for successful workforce development programs

**Marketing:**

Responsible for organization's social media message while providing consistent message

Posting and promotion of available jobs in the region to the [www.wehavejobs.net](http://www.wehavejobs.net) website

Lead generation through Constant contact, targeted email campaigns, targeted industries, etc.

Responsible for updating website content and promotional materials for timely RFP responses

Market available sites and buildings in the area to potential companies

Brochure development, creation of marketing materials

Assist with preparation of RFP's and RFI's with creation of maps, photos, etc.

**Administrative Assistant:**

Responsible for accounts payable, billing and accounts receivable

Initial contact for the organization by phone or in person

Responsible for tenant applications, income verifications and preparation of leases

Serves as the organization's office manager

Maintains membership dues and billings for the organization

  
\_\_\_\_\_  
Todd Lewis, TCD Board President

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Mayor Raymond Gonzales, City of Scottsbluff

Date: 8/25/20

Date: \_\_\_\_\_