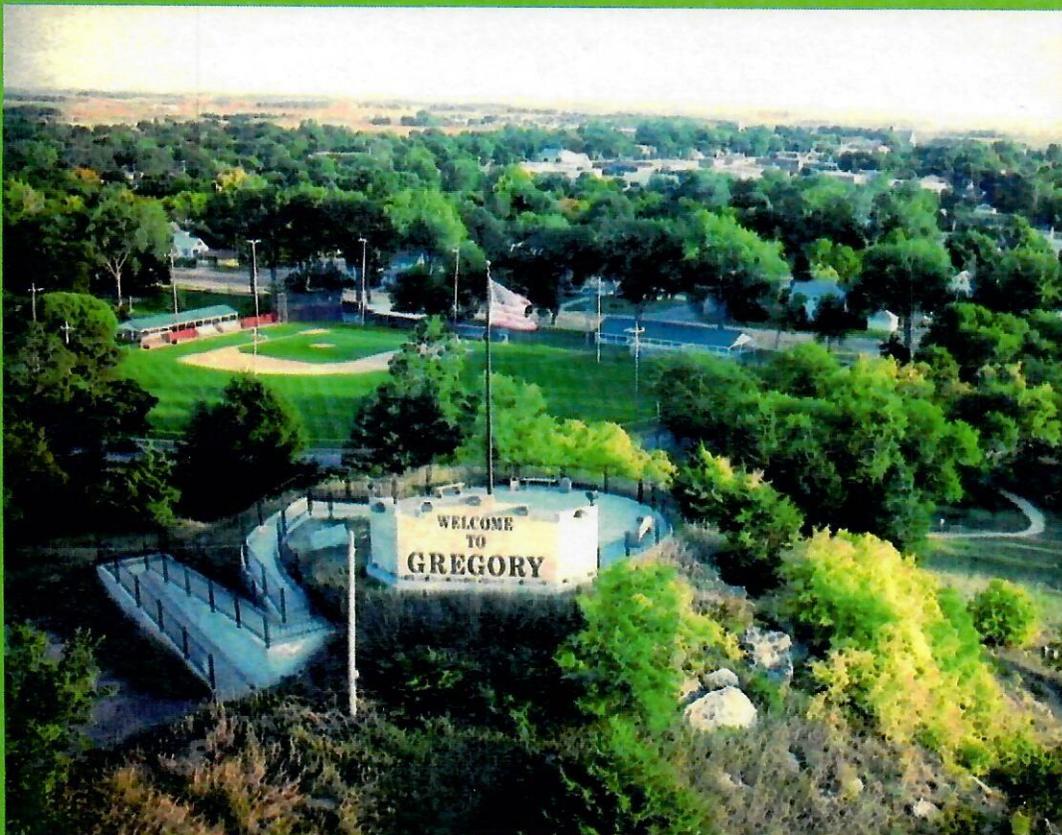


Gregory Area Business, Industry & Development

(BID)

Strategic Plan

Created March 2019



Gregory Business, Industry & Development (BID) Group

2019 Strategic Planning

HISTORY/STRUCTURE

The Business, Industry & Development (BID) group began in Gregory in the mid 1980's as group of committed Gregory volunteers felt the need to band together and focus on economic development for the area. The group grew in strength and numbers, until today the Board consists of two volunteer executive directors (also board directors) and 9 additional board members who meet monthly to assess ideas and evaluate progress on projects.

BID has access to a revolving loan fund for use to assist businesses as they need further funding. Its promotion and marketing efforts allow BID to follow economic leads and create housing opportunities.

The BID Board is elected annually and serves a 2-year term of service. The process for recruitment of new members is to present a new candidate and vote on their acceptance normally at the annual meeting.

This is the first strategic plan for the BID group, who have recognized the importance of targeting a few goals at a time and creating a complete action plan to move toward accomplishment of those goals. This plan was written to reflect work that can be completed in the next 2-4 years.

With other organizations in the community, such as the Chamber of Commerce, Horizons and City Council doing similar work promoting Gregory, the BID group has a desire to focus on their best work, yet collaborate on bigger scale community issues.

VISION

The Gregory BID Board is a diverse group of volunteer residents committed to business retention and expansion. We focus on creating relationships, local, regional and state, to develop our workforce, promote economic development, and secure housing opportunities. With access to financial assistance we focus on contributing to the quality of life in the Gregory area.

MISSION

Promoting the expansion of economic opportunities and residential development for the future of the Gregory area.

VALUES

- Support for Gregory area businesses
- Improvement of housing
- Creation of opportunities/reasons for young people moving to Gregory
- Communication and collaboration with other Gregory, regional and state organizations
- Maintenance of a safe environment to raise families.



GOALS FOR COMMUNITY ECONOMIC DEVELOPMENT

GOAL #1

1. **Attract skilled trades to Gregory by getting one plumber, one HVAC, and one electrician in the community in the next three years.**

Objective #1: Invite employers to take part in recruiting, hiring and sustaining these positions.

Action Steps: (Responsibility Executive Committee)

- 1) Identify employers who are stakeholders in positioning these jobs in Gregory, and those willing to offer an apprenticeship.

BID Directors will visit in next 3 months.

- 2) Make a list of employers willing to help with process and "host" a position.

BID Board will complete list by May. Positive acceptance by employers will show success

Objective #2: Create a proposal to entice recruits for skilled trades positions.

Action Steps: (Responsibility Executive Committee, Mayor and City Admin. and Chamber Director)

- 1) Outline incentive package and expectations for recruits. Include 1/3-1/3-1/3 cost, grades expectation, commitment of 5 years in community.

BID/employers will create in next 3 months

Acceptance by all and proofreading will show success

- 2) Put together a recruitment package that includes a community brochure highlighting Gregory's crime rate, daycares, school system, river and recreation, golf course, park, swimming pool

Chamber put together brochure in print and online in next month.

Acceptance by all and printed brochure will show success

- 3) Have packet of information ready to use at Technical Colleges, area high school reunions, and with high school counselors

BID directors or board members deliver or host booths over next 3 years or until positions are filled (success!)

Objective #3: Work with educational system to recruit skilled trades job applicants

Action Steps: (Responsibility Executive Committee, Gregory Schools Superintendent, High School Principal and Guidance Counselor)

- 1) Visit with recruiters at four state Technical Colleges (SE Tech, Mitchell Tech, Watertown Tech, Western Dakota and possibly NE Community Colleges to promote Gregory package.

BID committee as soon as info packages are ready to go

Success as visits and connections are made

- 2) Create an application process that can be e-mailed to recruiters and passed on to interested students

BID committee in next 3 months

Success when written, proofed and approved by committee

- 3) Identify a job interviewing committee for recruits and explain the process

BID committee lines up in next 3 months

Success when 3-5 people accept the committee job

Objective #4: Develop a mentorship program for new skilled trades positions

Action Steps: (Responsibility Executive Committee, Chamber Director and Jeff Johnson)

- 1) Recruit and put together a group of possible mentors to assist newcomers to the community in acclimating to Gregory. Jeff Johnson will help.

Recruit within 1 year

Success by substantial list of committed people

- 2) Develop a resource list for newcomers that includes "norms" of Gregory, such as local cell providers, TV and Internet providers, utility companies, etc.

Chamber complete list within 6 month with help of City Admin

Completed list posted online is success

Objective #5: Offer incentives/welcome to new Gregory residents in skilled trades positions

Action Steps: (Responsibility Executive Committee Mayor and City Admin. and Chamber Director)

- 1) Create a Welcome to Gregory package that can be given to new residents

BID will work with Chamber to put package together and decide on location and distribution plan

Package is done within 6-9 months is success.

- 2) Offer a property tax abatement if new positions build a new business within three miles of Gregory City.

City/County writes up offer within 6 months

Written offer shows success



GOAL #2

2. Sell six residential lots in the Grandview addition in the next two years.

Objective #1: Review and establish lot structure options. (Responsibility-Executive Committee working with Mayor and City Administrator.)

Action Steps:

- 1) Review lot allowable uses and zoning. Possibly change lot sizes in some instances.
Planning and Zoning will review by May 2019
Approval by City Council will measure success
- 2) Develop 4th Street
City will put in curb & gutter by Dec 31, 2020
Completion will show success

Objective #2: Market and advertise lots more intentionally

Action Steps: (Responsibility Executive Committee)

- 1) Put together a creative financing package for potential buyers.
BID & City define and advertise the package (BID by Apr '19; City by June '19)
Final package out for distribution will show success
- 2) Meet with Realtor regularly to discuss issues and progress
BID Director & Realtor meet quarterly starting April 1, 2019
Success if meetings are regular and show progress
- 3) Work with five local and regional banks to prepare for financing to homeowners
BID Director contact bank loan officers to discuss package as it is developed
Success means banks on board and report to BID as progress is made
- 4) Collaborate with Chamber for quarterly reports on social media
BID Director will start giving updates for social media May 1
Feedback will help measure success

Objective #3: Set up steps to make final sales seamless.

Action Steps: (Responsibility Executive Committee along with Mayor and City Administrator)

- 1) Develop guidelines for approving offers
BID gives input to City for Council approval of guidelines by June 2019
Completed and approved guidelines are in place
- 2) Develop steps for buyer incurring costs
BID/City/Realtor document steps and assist buyer in moving through process in place by June 2019
Success shown by documented process in place

INTERNAL GOAL FOR BID

GOAL #3

- 1) **BID Board will assess its structure and determine the best approach to organize as a 1-stop-shop for economic development in Gregory. Done within the next year.**

Objective #1: Determine recruitment, appointment and election criteria for BID board members. (Responsibility-Executive Committee and Board of Directors)

Action Steps:

- 1) Directors will draw up proposal to be discussed and approved by Board
Board shall come up with a committee to come up with recommendations by July 2019
Proposal ready by fall 2019
Approval will show success
- 2) Criteria will be adopted and reviewed annually as new members are approved
Board will assess each year
Criteria reviewed and approved

Objective #2: Create ways to interact regularly with outside resources such as GOED and other state and regional entities in order to build relationships and stay current in the business world. (Responsibility-Executive Committee)

Action Steps:

- 1) BID Directors bring news from entities to Board meetings for discussion
BID Board reacts each meeting
Success shown by increasing knowledge, relationships and awareness of Board
- 2) Connections are built with other economic development professionals in state/region.
BID Directors Join online list serve and discussions available by June 2019
Bid Director(s) attend statewide or regional events to stay current

Objective #3: Build a revolving loan fund big enough to operate on the interest. (Responsibility-Executive Committee and Board of Directors)

Action Steps:

- 1) Identify purposes that revolving loan would be needed for and establish criteria for eligibility of recipients.
- 2) Set goal as to how much should be raised.
- 3) Develop list of potential funding providers



Objective #4: Increase collaboration efforts with other community entities by interacting regularly with a focus on promoting Gregory. (Responsibility-Executive Committee and Board of Directors)

Action Steps:

- 1) Identify entities that further collaboration should take place and identify their priority

Complete list by June 30th of 2019

- 2) Establish reporting process as to report back to BID Board as to interaction with other entities

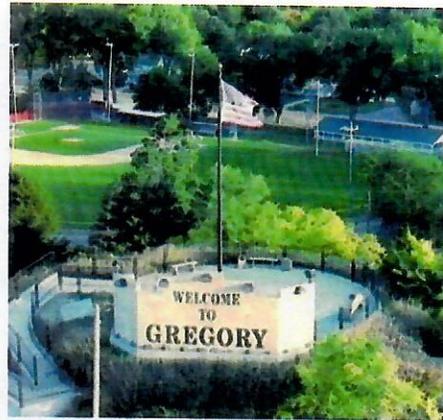
Complete reporting guidelines by June 30th of 2019

- 3) Establish annual budget for BID representative to attend identified functions that encourage collaboration and building of relationships

Complete proposed budget by July 31st of 2019

FUTURE IDEAS:

- Programs for existing businesses
- Receive 501c3 status
- Rehab for Rosebud Plaza
- Develop criteria for use of revolving loan fund
- Owning land that BID can control for development
- Mentoring from existing BID members to community
- Depository for future business ideas
- Succession planning for businesses
- New technology trainings



Strategic Plan Authors: Rick Messerschmidt, Gregg Drees, Suzanne Braun, Al Cerny, Charles Wagner, Troy Sunquist, Scott Anshutz, Doug Pochop, Guyla Husman, Laura Peterson, Paula Sunquist, Vince Berens, Anthony Timanus, Sandi Karl-Wernke, Sam Flakus, Sandy Smith, Patty Connealy, David Kotraba, Amy Jacobsen, Elmer Karl, Betty Fogel, Shana Flakus, Dr. David Fogel, Dr. Jerry Fogel, Jeff Johnson.

Kari O'Neill, facilitator
SDSU Extension Community Vitality
Box M, Martin, SD 57551
605-685-6972
Kari.oneill@sdstate.edu

