

North Central Washington Economic Development District Action Plan, 2007

Objective 1: Organizational Development

Strategy 1: Develop staff capacity

Action 1.1: Apply to Economic Development Administration for capacity building grant for NCW Economic Development District.

Action 1.2: Identify and seek additional funds needed to further develop staff capacity for EDD

- membership fees
- overhead charges

Strategy 2: Continue to update and further develop the Comprehensive Economic Development Strategy on a regular basis.

Action 2.1: Prepare for committee review by May 15, 2007

Action 2.2: Prepare for final submission to EDA by June 20, 2007

Strategy 3: Work with other organizations to develop and offer facilitation, leadership, economic development, and other training opportunities as needed to build capacity and strengthen partnerships.

Action 3.1: Serve as a regional clearinghouse for information about leadership training and development opportunities

Action 3.2: Assemble, maintain, and share an "inventory" or list of leaders and contacts with information on their areas of skill or expertise

Action 3.3: Host or coordinate with partners to host training seminars that provide access to elected officials, other leaders, and potential leaders in facilitation and other leadership skills

Action 3.4: Conduct a NCW needs assessment by September, 2007.

Action 3.5: Participate in planning and implementation of economic summit

Strategy 4: Organize and host roundtables or summits regarding specific topics of regional importance needed to clarify needs and to advance development of shared strategies (e.g., regional aviation)

Objective #2: Educate public and community leaders about the NCWEDD

Strategy 1: Identify and promote existing continuing education for public and community leaders, e.g., leadership training.

Strategy 2: Increase access to upper division and graduate level education.

Strategy 3: Promote regional economic development perspective among citizens and community leaders.

Strategy 4: Continue an active outreach program to inform and explain the ongoing and developing economic development district to each of the rural communities.

Action 1.1: Develop a communications plan that identifies and prioritizes key audiences, desired outcome, message, media, and person(s) who take lead for that audience, e.g.,

Audience	Desired Outcome	Message	Media	EDD Lead(s)
Organizations represented by EDD board members, e.g., Okanogan Economic Alliance	Understand what EDD is, what it is not, and how to propose projects to EDD	EDD complements and strengthens efforts of existing organizations	Standup presentation with PowerPoint presentation, fact sheets	Jennifer Korfiatis various EDD members

NCW Community	Increase awareness of EDD and projects	We are a collaborative group that works to identify projects and resources that improve our economy, community, and environment	News releases distributed to media and posted on web site	Jennifer
Legislature	Support for specific project	We work together to make the best use of our talent, existing resources, and time.	Standup presentation to specific committee regarding particular project	Jennifer and EDD board TBD by project

Action 1.2: Develop media and communications tools needed to meet objectives for priority audiences, i.e., general PowerPoint presentation, fact sheet, web site, news releases.

Action 1.3: Deliver at least 6 presentations to rural communities by July 1, 2007.

Objective 3: Identify priority infrastructure projects by community that meet multiple EDD priorities

Strategy 1: Identify local priority projects

Action 1.1 Have members review projects against EDD objectives and forward priorities (priorities should be adopted in local Capital Facility Plans) for regional prioritization process

Strategy 2: Conduct regional prioritization process

Action 2.1 Develop and provide ample notification of prioritization process to develop regional project list

Action 2.2 Outreach through one on one meetings or focus groups to identify missing or needed projects of regional significance

Strategy 3: Promote projects of regional importance

Action 3.1 Adopt and publicize regional priority project list

Action 3.2 Hold regular member updates at monthly meetings to update on projects

Action 3.3 Provide support of regional priorities through vocal support, informational marketing pieces, website presence and grant writing assistance

Objective 4: Foster and support local enterprise and entrepreneurship by conducting annual business surveys to determine retention and expansion needs

Strategy 1: Work together as a geographic area to operate like a think tank a take a regional approach to bringing businesses to the area

Action 1.1: Support regional economic development seminars focused on topics common to small businesses and focused on state and national economic development trends significant to this area (tourism, technology, value added agriculture, agricultural and environmental tourism etc). Seminars would explore opportunities, requirements and provide industry contacts for additional follow up.

Action 1.2: Develop cluster analysis to determine where clusters exist and the impact on the respective communities. Support the cluster development with information/seminars explaining the cluster, impact and opportunities within communities. Information targeted to “how to get connected” and opportunities to expand clusters.

Action 1.3: Support economic development conferences on venture capital financing and non-traditional funding sources as well as networking with larger companies that might be seeking regional outlets or suppliers.

Action 1.4: Promote economic development conferences and seminars through local chambers, EDAs and city/county governments as well as print, electronic and audio media with reference to NCWEDD sponsorship

Strategy #2 Continue to address the problems that hinder economic development (can be done largely by our diverse membership)

Strategy #3 Focus on developing a well-trained workforce, one of the hindrances to bringing a business to NCW or starting a new business

Action 3.1: Encourage partnerships between local businesses, Work Source, and educational facilities to determine areas currently lacking adequate skill development and work toward skill training programs leading to advanced mastery and an adequate labor supply

Action 3.2: Partner with regional economic development agencies to determine needs of new businesses coming into the area. Encourage education institutions to make training programs to ensure adequate labor force a priority,

Action 3.3: Encourage entrepreneur and business training programs in K-12 with emphasis on opportunities for employment and training. Includes both

mastery of skill development to get a job but also education and training to “create a job”

Action 3.4: Encourage secondary school participations in business training and economic development

Action 3.1i: meet with school districts to review regional economic reports and recommendation

Action 3.1ii: invite students from Future Business Leader clubs to EDD meeting and to economic conferences and seminars

Action 3.1iii: encourage workshops for students in business entrepreneur training.

Strategy 4: Work with different regional partners to develop a specific well-trained workforce (college etc)

Action 4.1: Encourage educational institutions to offer credit and non-credit college level courses to support entrepreneurial training such as business planning, market and marketing strategies, customer service, human resource management and capitalization.

Action 4.2: Support expanding resources of the Small Business Development Centers (SBDC) to provide both training and ongoing mentoring for small businesses. Encourage development of “one stop” resources centers at the SBDCs.

Action 4.3: Encourage private and public agency partnerships to develop specialized business training (value added agriculture, Hispanic entrepreneur training etc) to promote

Strategy #5: Focus on finding identifying missing pieces with regard to small business development, and tackle those

- These will become more apparent from strategies 1-4 above

Objective 5: Conserve, maintain, develop, and promote the Highway 97 corridor as an important and critical component of the North Central Washington economy.

Strategy 1: Promote tourism along SR 97 within the North Central Washington Region.

Action 1.1: Participate in and promote VIA 97 International Alliance.

Action 1.2: Promote and support this region's scenic byways.

Action 1.3: Work toward national scenic byway status for the Okanogan Trails Scenic Byway.

Action 1.4: Promote the concept of green routes as currently implemented in Minnesota.

Strategy 2: Support and encourage local, intra-regional, and international trade.

Action 2.1: Coordinate with local and regional business groups, Chambers of Commerce, growers associations, and trade organizations to promote trade within and outside the region.

Action 2.2: Coordinate with the Okanogan Partnership to develop strong trading partnerships with British Columbia.

Action 2.3: Encourage state and local agencies to develop "trade friendly" programs and regulations.

Action 2.4: Work with regional and international partners to lessen the negative impacts of the Western Hemisphere Travel Initiative which requires a passport or passport card for all land travelers beginning in 2008.

Strategy 3: Maintain and develop economic opportunities and efficiencies related to multi-modal freight.

Action 3.1: Coordinate with WSDOT and the WA legislature to create a heavy haul corridor from the Canadian border crossing at Osoyoos to the rail head at Oroville.

Action 3.2: Coordinate with BNSF and Cascade & Columbia River Railroad to develop and maintain stable and consistent rail customers.

Action 3.3: Work with WSDOT and rail roads to ensure viable, safe infrastructure for long-term rail freight sustainability.

Strategy 4: Encourage and develop new economic opportunities within the region.

Action 4.1: Support cities and counties in recruiting business from outside the region.

Action 4.2: Encourage (facilitate) cooperation between cities and counties in recruiting and developing business opportunities.

Action 4.3: Support and encourage entrepreneurial pursuits within the region by providing information, guidance, and assistance with locating funding sources as available.

Action 4.4: Coordinate with local jurisdictions to provide streamlined permitting and licensing processes for business development.

Strategy 5: Manage and protect wildlife in the VIA 97 corridor.

Action 5.1: Support the “deer fencing,” wildlife warning signage, and similar initiatives along Highway 97 as needed.

Action 5.2: Encourage agencies and local jurisdictions to develop and enforce Critical Area and other regulations protecting fish and wildlife habitat along the corridor.

Strategy 6: Conserve the ecology and viewshed of the VIA 97 corridor.

Action 6.1: Encourage local jurisdictions to implement and enforce regulations prohibiting junkyard, heavy industrial, and other potentially damaging uses along the corridor.

Action 6.2: Support scenic vista signage restrictions but develop creative means to advertise along the corridor that consolidates signage while protecting the visual access to the scenic beauty of the corridor.

Action 6.3: Encourage “green” business and lifestyles along the corridor.