

PERSHING COUNTY ECONOMIC DEVELOPMENT AUTHORITY

Strategic Planning Process
Phase II – Developing Vision, Mission, Values
PRESENTATION TO PCEDA BOARD

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PLANNING TEAM



It is a disciplined effort that produces fundamental decisions and actions that shape and guide what an organization is, who it serves, what it does, and why it does it, with a focus on the future.

Effective strategic planning articulates not only where an organization is going and the actions needed to make progress, but also how it will know if it is successful (the outcomes – realizes the vision).

- Sets priorities
- Focuses energy and resources
- Strengthens operations
- Creates shared goals
- Establishes agreement around intended outcomes/results

Balanced Scorecard Institute

STRATEGIC PLANNING - PURPOSE



PHASE I

Environmental
Scan
Data Collection

Demographic
Profile
Trends Analysis
Inventories
Workshops
Interviews
Existing Data

PHASE II

Developing the
Foundation
Mission-Vision-
Values

Review &
analyze data
SWOT Analysis
Create
Framework
REVIEW/TEST
Stakeholders
Community
Workshop

PHASE III

Creating the Plan

Issues →
Strategic
Directions

Desired
Outcomes →
Goals

REVIEW/TEST
Stakeholders

PHASE IV

The Final
Roadmap

Develop
activities to
achieve goals,
outcomes

Develop timeline

FOUR PHASE PROCESS

Phase I -
Completed

Phase II - In
process

VISION

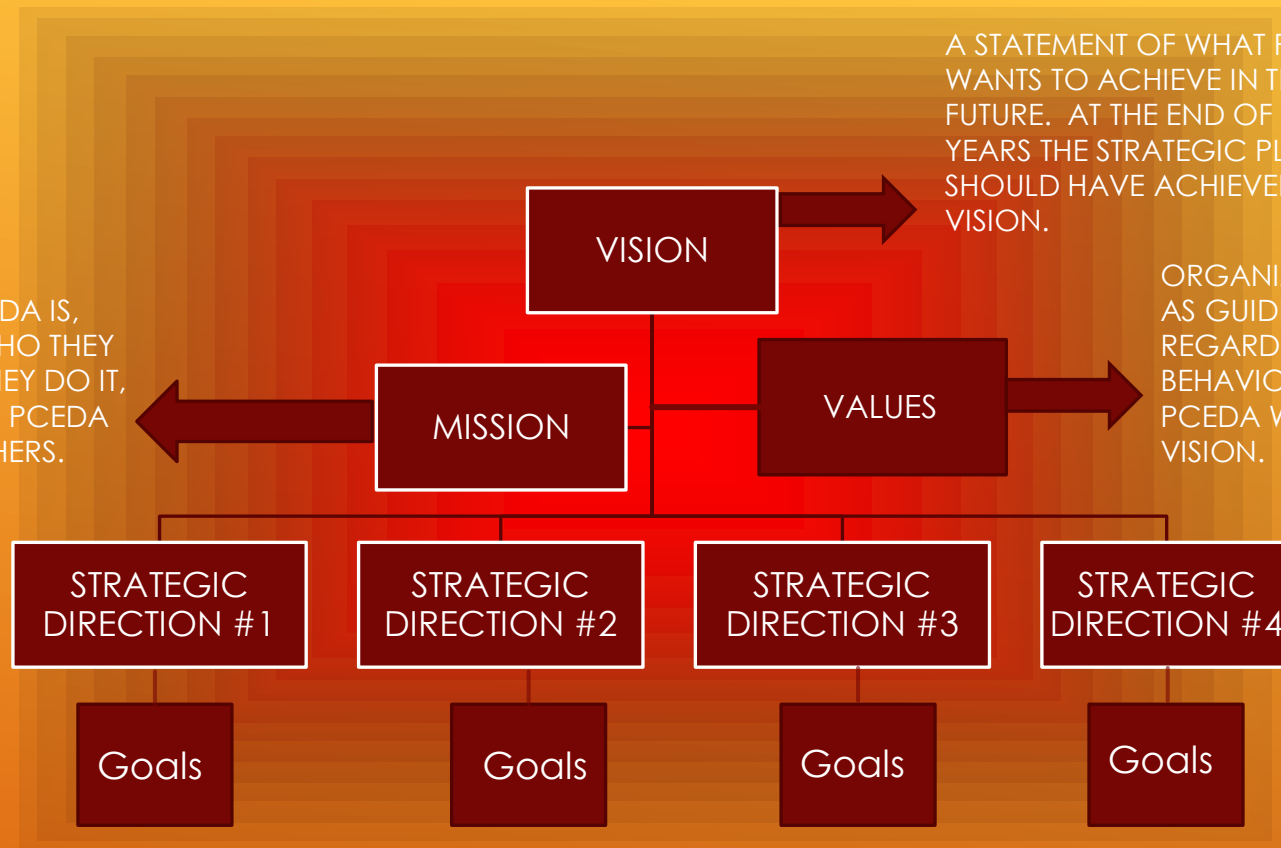
MISSION

VALUES

STRATEGIC DIRECTIONS

STRATEGIC PLAN FRAMEWORK

DEFINES WHO PCEDA IS, WHAT THEY DO, WHO THEY DO IT FOR, WHY THEY DO IT, AND WHAT MAKES PCEDA UNIQUE FROM OTHERS.



A STATEMENT OF WHAT PCEDA WANTS TO ACHIEVE IN THE FUTURE. AT THE END OF FIVE YEARS THE STRATEGIC PLAN SHOULD HAVE ACHIEVED THE VISION.

ORGANIZATIONAL VALUES SERVE AS GUIDELINES FOR PCEDA WITH REGARD TO CONDUCT AND BEHAVIOR, DECISION MAKING AS PCEDA WORKS TOWARDS THE VISION.

STRATEGIC PLAN OUTLINE

PHASE – 1 DATA COLLECTION

2017 Stakeholder Interviews
2017 Community Questionnaire
2017 Demographic & Economic
Analysis – Hansford Consulting
2015/16 Pershing Co. Business
Retention & Expansion Survey
2009 GPP Community Assessment
2015 Community Needs Survey
Pershing Co. Needs Assessment

▶ PHASE II – CREATING FRAMEWORK

SWOT Analysis
Vision
Mission
Values
Stakeholder/Community Review &
Feedback
Critical Issues = Strategic Directions

**PLANNING PROCESS – PROGRESS UPDATE
TEAM- 3 PLANNING WORKSHOPS**

▶ SWOT ANALYSIS

SWOT is an acronym that stands for Strengths, Weaknesses, Opportunities, and Threats. As the name implies, it is an organized list of the organization's greatest strengths, weaknesses, opportunities, and threats and is an important tool in preparing a strategic plan.

▶ Data utilized included:

2017 Stakeholder Interviews

2017 Community Questionnaire

2017 Demographic & Economic Analysis – Hansford Consulting

2015/16 Pershing Co. Business Retention & Expansion Survey

2009 GPP Community Assessment

2015 Community Needs Survey

Pershing Co. Needs Assessment

This information became the foundation to begin development of vision and mission and will be used as a tool to formulate the most important issues.

STRENGTHS

GOOD SCHOOLS

INFRASTRUCTURE (AVAILABLE LAND, WATER*, SEWER*, MAIN STREET, UTILITIES, MAIN STREET, SIDEWALKS)

GOOD HEALTHCARE (TELEMEDICINE NOW AVAILABLE)

HIGH QUALITY LIFESTYLE (STRONG SENSE OF COMMUNITY, SAFE PLACE, GOOD PLACE TO RAISE A FAMILY, OPPORTUNITIES FOR RECREATION, RURAL FEEL)

TRANSPORTATION (ACCESS TO HWY 80, RAIL, AIRPORT)

WEAKNESS

HOUSING (LACK OF HOUSING, AVAILABILITY, QUALITY, AFFORDABILITY)

BLIGHT

WORKFORCE (SKILLED, RETENTION, RELIABLE)

AMENITIES (SHOPPING, DINING, ENTERTAINMENT)

MONEY LEAVING TOWN (WORKFORCE THAT LEAVES COMMUNITY TO WORK, OR WORKFORCE THAT DOESN'T LIVE IN COMMUNITY BUT WORKS IN COMMUNITY – SHOPPING OUT OF TOWN, LOW HOUSING PROPERTY TAX REVENUE DUE TO HIGH PERCENTAGE OF HOUSING STOCK BUILT IN 1970'S)

OPPORTUNITIES

MARKETING/BRANDING (PROMOTE LIFESTYLE, BUSINESSES, GOOD SCHOOLS, TRANSPORTATION ACCESS)

COMMUNITY BUILDING

CURRENT INDUSTRY CLUSTERS (AGRICULTURE, MINING, PUBLIC ADMINISTRATION)

EMBRACE NEW INDUSTRY & TECHNOLOGY WITH BUSINESS USER FRIENDLY ENVIRONMENT

INCREASE HOUSING THROUGH REHAB AND NEW HOUSING

THREATS

DRUGS/ALCOHOL

LACK OF CIVIC ENGAGEMENT

WATER (DROUGHT, WATER RIGHTS)

DELAYED, REDUCED OR ELIMINATION OF FEDERAL/STATE FUNDING SOURCES WHICH CAN IMPACT SEVERAL PROGRAMS IN THE COUNTY SUCH AS HEALTH SERVICES.

DECREASING TAX BASE (REDUCED POPULATION, LOW INCOME/POVERTY, OLD HOUSING STOCK TAX REVENUES)

PCEDA

ORGANIZATIONAL VALUES

ORGANIZATIONAL VALUES SERVE AS GUIDELINES FOR PCEDA WITH REGARD TO CONDUCT AND BEHAVIOR, DECISION MAKING AS PCEDA WORKS TOWARDS THE VISION.

CUSTOMER SERVICE

EFFECTIVE AND EFFICIENT

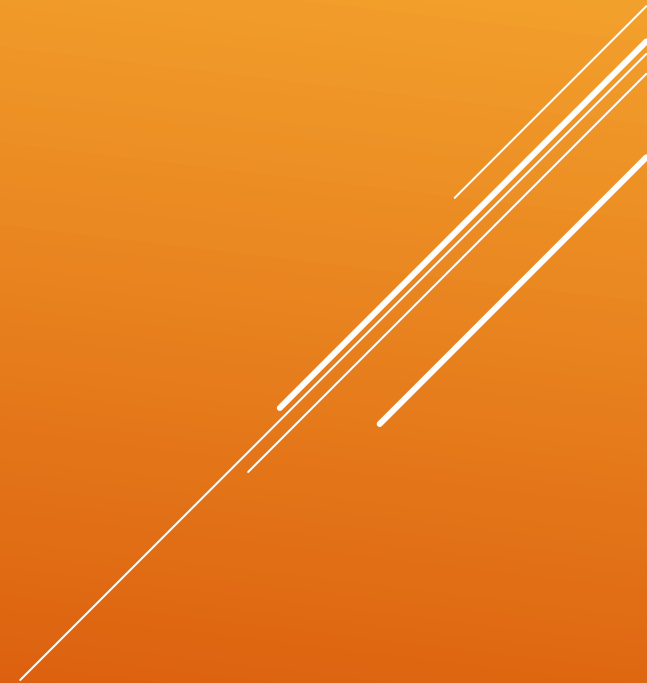
COMMUNITY

CONFIDENTIALITY

TEAMWORK

ACCOUNTABILITY

GOOD WORK ENVIRONMENT



PCEDA MISSION

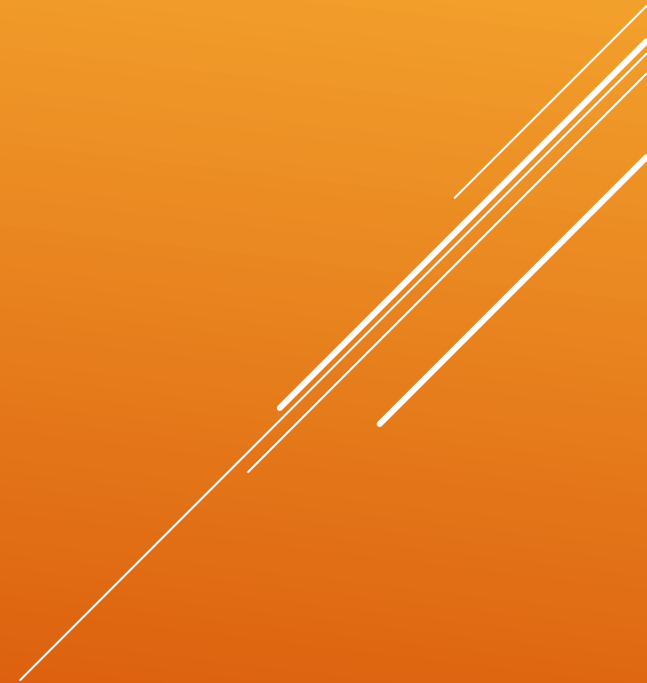
DEFINES WHO PCEDA IS, WHAT WE DO,
WHO WE DO IT FOR, WHY WE DO IT, AND
WHAT MAKES PCEDA UNIQUE FROM
OTHERS.

***PERSHING COUNTY ECONOMIC DEVELOPMENT
AUTHORITY IS A PUBLIC ENTITY THAT THROUGH
COLLABORATIVE COMMUNITY EFFORTS DEVELOPS AND
IMPLEMENTS ECONOMIC DEVELOPMENT AND
DIVERSIFICATION THROUGH RETENTION, EXPANSION, AND
ATTRACTION OF BUSINESSES AND INDUSTRIES, IN ORDER
TO STRENGTHEN THE PROSPERITY OF PERSHING COUNTY
WHILE MAINTAINING THE RURAL NEVADA LIFESTYLE.***

PCEDA MISSION STATEMENT - DRAFT

PCEDA VISION STATEMENT

A STATEMENT OF WHAT PCEDA WANTS TO ACHIEVE IN THE FUTURE. AT THE END OF FIVE YEARS THE STRATEGIC PLAN SHOULD HAVE ACHIEVED THE VISION. CAN BE DEFINED AS THE PCEDA STRATEGIC PLAN'S NORTH STAR.



***FOSTERING A VIBRANT AND PROSPEROUS
COMMUNITY WHERE BUSINESS AND INDUSTRY
THRIVE.***

PCEDA VISION STATEMENT - DRAFT

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- ▶ Present to Stakeholder Groups
Input from these stakeholder groups will be included into the framework which will then be presented to 1 of 2 community workshops.
 - ▶ PCEDA Board
 - ▶ Lovelock City Council
 - ▶ Pershing County Commissioners

- ▶ Community Workshop #1

NEXT STEPS

