

PERSHING COUNTY ECONOMIC DEVELOPMENT AUTHORITY

Economic Development Strategic Plan

FRAMEWORK – VISION, MISSION, VALUES, SWOT, PRIORITY ISSUES

LOVELOCK CITY COUNCIL & PERSHING COUNTY JOINT MEETING

JULY 17, 2018



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PLANNING TEAM

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



WHAT IS STRATEGIC PLANNING? A ROAD MAP TO ACHIEVE THE VISION

Strategic Plan – 5 Building Blocks



- Don't let the future plan you, you plan for the future.
- Proactive about the future
- Strategic planning translates to successful outcomes
- Solve major issues at a macro level
- Creates consensus
- Communicate to everyone what is most important

WHY DO STRATEGIC PLANNING?



PHASE I

**COMMUNITY
DATA
COLLECTION**

**Demographic
Profile**

Trends Analysis

**Infrastructure
Inventories**

**Stakeholder
Interviews**

**Identify/Collect
Studies**

PHASE II

**DEVELOPING
THE
FOUNDATION**

**SWOT Analysis
– Review of
data**

**Develop draft
Mission &
Vision**

**REVIEW/TEST
Community
Workshop**

PHASE III

**CREATING THE
PLAN**

**Develop
Strategic
Directions**

Goals

**Measurable
Outcomes**

**REVIEW/TEST
DRAFT PLAN
Stakeholders**

PHASE IV

**FINALIZING THE
PLAN**

**Develop
activities to
achieve goals**

**Determine
PCEDA capacity
to achieve the
vision – GAP
Review &
Analysis**

Identify timeline

FOUR PHASE PROCESS

**Phase I -
Completed**

**Phase II – In
process**

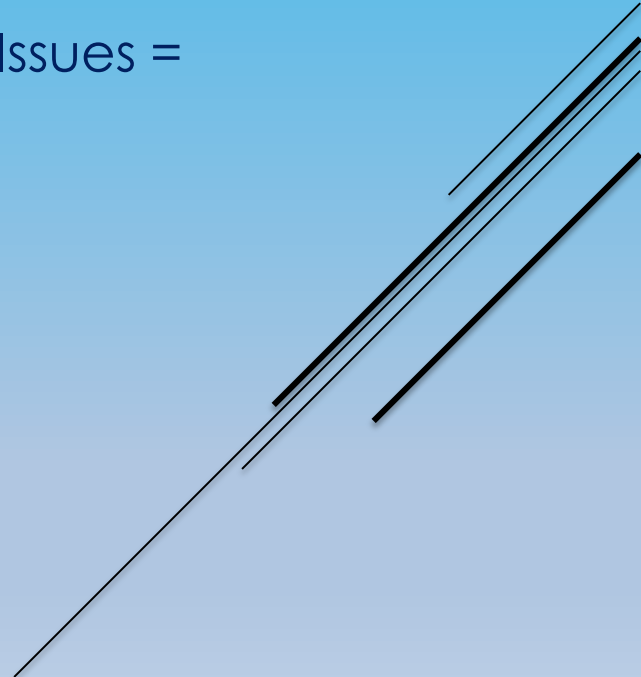
PHASE – 1 DATA COLLECTION

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
April 5 Community Workshop-Review
of Strategic Plan Framework

▶ PHASE II – CREATING FRAMEWORK

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

COMMUNITY INPUT/DATA



MISSION STATEMENT

Pershing County Economic Development Authority is a public entity that through community collaborative efforts develops, retains, expands and attracts businesses that will strengthen and maintain the rural Nevada lifestyle.

- DEFINES WHO PCEDA IS
- WHAT PCEDA DOES
- WHO DOES PCEDA SERVE
- WHY PCEDA EXISTS
- AND WHAT MAKES PCEDA UNIQUE FROM OTHERS.



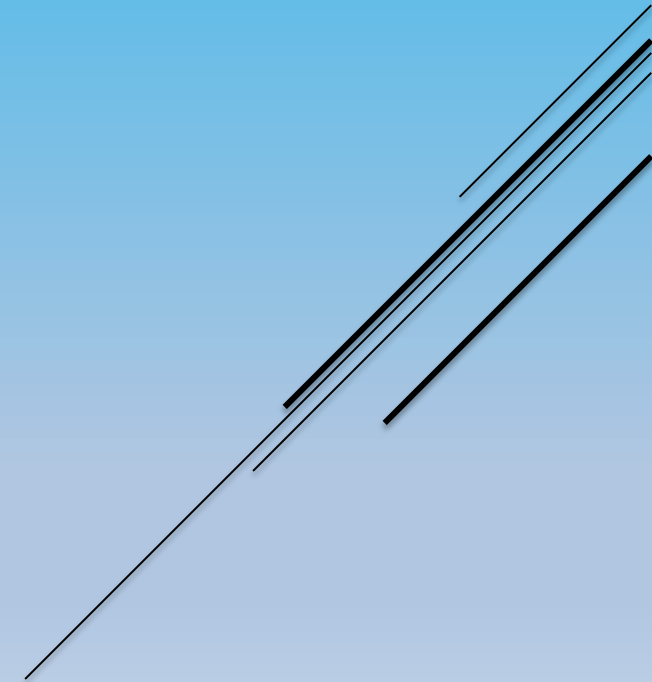
VISION STATEMENT

CREATING A VIBRANT AND PROSPEROUS COMMUNITY WHERE BUSINESS AND INDUSTRY THRIVE.

- Mission is current state – vision is future state.
- Long term change of what the organization wants to achieve.
- Serves as the North Star of the plan.
- The best visions are inspirational, clear, memorable, and concise.
- Vision statement motivates.



SWOT ANALYSIS



▶ 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

Review/refinement - Community Workshop – April 5, 2018

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

STRENGTHS

GOOD SCHOOLS

INFRASTRUCTURE - AVAILABLE LAND, WATER*, SEWER*, SIDEWALKS

HIGH QUALITY LIFESTYLE - SAFE, GOOD PLACE TO RAISE A FAMILY, RECREATIONAL OPPORTUNITIES, RURAL LIFESTYLE

TRANSPORTATION - ACCESS TO HIGHWAY 80, RAIL AND AIRPORT

WEAKNESS

HOUSING - LACK OF HOUSING, AFFORDABILITY, QUALITY

LACK OF PRIDE IN MAINTAINING PROPERTIES - BLIGHT

WORKFORCE - SKILLED, RETENTION OF, AND RELIABLE

AMENITIES - SHOPPING, DINING, ENTERTAINMENT

MONEY LEAVING TOWN (LEAKAGE) - WORKFORCE THAT DOESN'T LIVE HERE, WORKFORCE THAT LEAVES TO WORK, SHOPPING OUT OF TOWN

OPPORTUNITIES

**MARKETING/BRANDING - PROMOTE LIFESTYLE, BUSINESSES, GOOD SCHOOLS, TRANSPORTATION, AIRPORT, INDUSTRIAL PARKS
MAINSTREET**

CURRENT INDUSTRY CLUSTERS - AGRICULTURE, MINING, PUBLIC ADMINISTRATION

EMBRACE NEW INDUSTRY & TECHNOLOGY WITH BUSINESS USER FRIENDLY ENVIRONMENT

INCREASE HOUSING THROUGH REHAB AND NEW DEVELOPMENT

THREATS

LACK OF CIVIC ENGAGEMENT

UTILITIES - ENERGY, WATER, BROADBAND

LACK OF RESOURCES - FUNDING, STAFFING, NEEDS EXCEEDING RESOURCES

MOST IMPORTANT ISSUES DEVELOPMENT OF THE STRATEGIC PLAN

Housing

Available, affordable, attractive

Workforce

Skilled, available, reliable

Marketing/Promotion/Branding

Showcasing Pershing County, Lovelock as a great place to live and thrive as a business. Business Friendly environment. Quality of life – health care, good public schools/education, recreational opportunities, cultural amenities, safe, strong community with a sense of pride in place

Business Recruitment, Expansion and Retention

Sites, infrastructure, & business support

Organizational Capacity

PCEDA is resourced to achieve the vision with a focus on the mission

- Finalize Mission, Vision, SWOT, ISSUES - based on **YOUR INPUT - TONIGHT.**
- Develop Strategic Directions & Goals
- Return for final review & Approval

NEXT STEPS

