

# Strategic Initiative + Goals for the Future



QUALITY GROWTH

WELCOMING COUNTY

WORKFORCE RECRUITMENT AND SUPPORT

**Three-year success indicators: At the end of 2022, how will we know we are successful?**

**Two-year success indicators: At the end of 2021, how will we know we are successful?**

**12-month SMART objective: What do we need to accomplish by the end of 2020 to move from current reality to where we want to be? Who is responsible?**

The strategic partners will have developed a plan to begin to address quality growth needs.

The SCCDP has identified and convened strategic partners around this topic (public and private sector representatives from the 8 pillars of strength).

Determine what is a healthy growth rate for Seward County in light of comprehensive asset analysis (e.g., through the lens of 8 pillars of strength). Responsibility is with SCCDP and hired consultant.

Ready to launch into the next three-year strategic plan implementing quality growth initiatives.

The strategic partners will have identified areas of focus for quality growth (e.g., population, new business, housing, etc.).

The strategic partners will have determined the infrastructure and workforce needs to support this growth rate.

Seward Co. is working toward becoming a Certified Welcoming county designation through Welcoming America (<https://www.welcomingamerica.org/programs/certification>).

Collaborating organizations will have launched a series of initiatives focused on ensuring Seward Co. is welcoming to all:

Research and identify successful welcoming initiatives from other communities (e.g., Wayne, Michigan).

- Young professional activities
- Commuter activities for all types of commuters (those coming into Seward Co. to work, those living here but leaving Seward Co. to work and telecommuters
- New employee initiatives
- Activities across the life span: young adults, young families, empty nesters and retired
- Planned 'on-boarding' of new residents

- "Becoming a Welcoming County will help us build bridges between newcomers and long-time residents in an effort to create a stronger and united Seward Co." (<https://www.waynecounty.com/wayneunited/welcoming-county.aspx>)

- The SCCDP is responsible for this research.

Collaborate with existing organizations (e.g., civic, church, communities, education, professional, youth sports, etc.) to develop welcoming-focused activities.

- Define what diversity and inclusion could look like in Seward Co.
- The SCCDP is responsible to convene the collaborating organizations.

The health and well-being of Seward Co. has increased as measured by Four Corners Health Department (collaborating with the Nebraska Public Health Improvement Plan).

Strategic partners develop and implement a county-wide plan focused on health and well-being.

Convene strategic partners to develop health and well-being priorities for Seward Co.

A plan has been developed and implementation strategies are being worked on by strategic partners to meet brain drain reduction goals (direct benefits are increased to local taxpayers and employers).

Strategic partners are convened to set goals for stemming the tide of brain drain for Seward Co. educational institutions.

Research current brain drain in Seward Co. for three public school systems, Concordia University and Southeast Community College.

The number of workforce housing options (rent and own), reflecting the Seward County Vision Statement 2035, have increased (measured by permits).

Multiple funding sources, developers and sites have been identified to build workforce housing across Seward Co. (rent and own).

Based on analysis from the completed 2019 Seward Co. Housing Study, determine the workforce housing needs (rent and own).

Multiple programs have been developed to assist Seward Co. employers to address the "silver tsunami" through succession planning efforts to meet their future workforce needs.

A measurement tool is created and implemented to quantify the amount of succession planning activities needed to serve Seward Co. employers.

Determine who and how many employers have succession planning needs (e.g., replacing retirees and transfer of business ownership).

- The SCCDP will survey the business community across Seward Co.

## Mission Statement

**As a public and private partnership, the Seward County Chamber & Development Partnership is the caretaker and steward of fulfilling the Seward County Vision Statement 2035, which is daily carried out through chamber of commerce and economic development work.**

## 2035 Vision Statement

Seward County is a pro-active and collaborative area with vibrant, welcoming, family-friendly, and safe communities, recognized for pillars of strength in agriculture, arts and culture, business, education, entrepreneurship, government, and healthcare. We are a destination location for businesses, visitors, and residents within the greater metropolitan area and an active partner in the region. Our residents enjoy picturesque and diverse neighborhoods, viable main streets, outstanding recreational opportunities, active civic life, faith-based living, and quality housing and employment choices. The private and public sectors are united and citizens are engaged for the betterment of all Seward County.

*We are here to help you be the best you can be.*

# TESTIMONIALS



"On behalf of all my colleagues at The Scouler Company, I'd like to extend our appreciation to Jonathan Jank, Suzanne Gligorevic, and Megan Kahler, for all of their tremendous support over the past year. I commend the SCCDP, Board of Directors, and the City of Seward's leadership, for investing pro-actively over the years, with an eye towards bringing future investment to Seward County. The entire team at the SCCDP worked pro-actively and reactively to answer questions and provide valuable insights into our site evaluation process, public announcement, and ongoing plans for our new business facility. Especially valuable to us was the difficult task of doing all of this work without the ability to be fully transparent and public until this past spring. Jonathan and his team worked tirelessly to advocate for Seward County and provide valuable information about the available work force, investment locations, and infrastructure opportunities within the Seward community. It is incredibly valuable to see the strong relationships between the SCCDP and the City leaders within Seward County. Jonathan and the SCCDP have made Seward Co. and the community of Seward, an exciting and attractive place to invest, establish, & grow our new business. We look forward to the future together!"

**—Amy Patterson, Director & General Manager, The Scouler Company**



"Speaking on behalf of La Cocina Mexican Restaurant, Jonathan Jank and his team at the SCCDP have been a great help to us over the past year. They have been so supportive at every moment, and they make us feel so comfortable on this new journey here in Seward. Jonathan and the SCCDP have made Seward County an attractive place to invest and grow into the future. Thank you for all the support."

**—Estanislao Gutierrez, President of La Cocina Mexican Restaurant**

"Runza® started the process of looking for and purchasing a restaurant location in Milford, NE in 2017. The project was completely dead in the water after a number inquiries to Milford property owners; then I received a call from Jonathan Jank with SCCDP asking if he could help us out in obtaining a location for our restaurant. Jonathan, with his knowledge of the community, not only helped us by talking to prospective sellers, he was also able to bridge a financial gap using TIF and LB 840 resources at his disposal. I have little or no experience with TIF or LB 840. Jonathan was able to educate and guide me through the best course of plan. We are excited to announce that we recently closed on the location Jonathan and his staff helped us purchase. Jonathan has been a great help many times over. Undoubtedly, this project would never have happened without the relentless pursuit, knowledge, education, and experience of Jonathan and his staff at SCCDP."

**—Jon Wurst, Runza® Director of Franchise Development**



"We were looking to grow our business and although we had a pretty good idea of what we wanted to do, we needed help navigating the steps to get there. Suzanne and Jonathan played a pivotal role in that navigation. Growing from a work-from-home business to buying a building for a retail/storage and workshop was a large undertaking and they listened to what our growing pains were, gave us ideas to think about, helped answer questions we had and introduced us to local experts to help us get to where we wanted and where we knew our business could thrive."

**—Brent & Leah Daehling, Co-Owners of Old Cottonwood**

*Together, let's make Seward County better.*

