

SEWARD COUNTY CHAMBER & DEVELOPMENT PARTNERSHIP

2024 Implementation Plan

Strategic Directions Summary:



1. Leading long-term, progressive community change

- Housing
- Broadband
- Childcare / Early Childhood Development

2. Supporting a thriving community and economy

- Future workforce
- Safety and mental health resources
- Wellness Center
- Business incubation
- Commercial/industrial sites

3. Communicating a strong, positive brand for Seward County

- Community awareness of SCCDP
- County unity
- Receiving recognition external to Seward County / telling our story

4. Sustaining our mission

- Membership growth
- Board development and diversity
- Staff development and longevity

1. Leading long-term, progressive community change

- Housing
- Broadband
- Childcare / Early Childhood Development

SMART Goal	Tactics for Year 2	Roles	Current Status	Progress Update
<p>1a. Broadband: 10 years from now, build fiber to every home in the county.</p>	<p>Ensure Sections 7, 8, and 9 are completed by ALLO.</p> <p>Continue talks with Lancaster County about extending conduit west into Seward County.</p> <p>Continue talks with ALLO, Norris PPD about building substation backbone.</p> <p>Establish strong, positive working relationship with Nebraska Broadband Office.</p> <p>Prepare for BEAD and other fiber optic funding per SENDD's instructions.</p>	<p>Jacob and Jonathan, Bus & Gov Affairs WG</p>	<p>1 – Not started yet 2 – Behind schedule 3 – On track 4 – Ahead of schedule 5 – Completed</p>	<p>How often does the SCCDP Board want progress updates? Current quarterly Board meetings are where updates are provided by SCCDP staff members.</p> <p>Each person accountable through various "Roles" will write quarterly progress updates for Board meetings.</p>
<p>1b. Childcare: In 10 years, zero childcare service gap (including after school and 2nd shift).</p>	<p>Continue disbursing C4K/CRRSA funds to providers.</p> <p>Provide support to three newly opened childcare centers.</p> <p>Strengthen local provider support group.</p> <p>Establish provider substitute list.</p>	<p>Jacob and Jonathan, C4K group, Bus & Gov Affairs WG</p>		
<p>1c. Housing: In 10 years, to have available,</p>	<p>Disburse RWHF Round 2 funding to housing projects.</p>	<p>Jacob, Jonathan,</p>		

<p>inclusive, creative, quality housing for all who want to live and work in Seward County.</p>	<p>Finish Bronco Heights infrastructure work and sell lots.</p> <p>Continue efforts in underserved communities to develop housing. Help communities create TIF programs.</p>	<p>Rural Workforce Housing Fund WG, Executive Committee</p>		
---	--	---	--	--

2. Supporting a thriving community and economy

- Future workforce
- Safety and mental health resources
- Wellness Center
- Business incubation
- Commercial/industrial sites

SMART Goal	Tactics for Year 2	Roles	Current Status	Progress Update
<p>2a. In 3 years, Wellness Center is open and operating.</p>	<p>Engage in regular conversations with Joel Brase, Adam Bode, and Wellness Center partners to keep positive promotion of the Wellness Center to the public through the construction phase until facility opening.</p>	<p>Jacob, Bus & Gov Affairs WG</p>		
<p>2b. In 3 years, program is continuing to provide at least 20 career experiences for students, representing all 3 public schools, SCC and CUNE.</p>	<p>Double the participation of the internship program and career fairs. Meet with school administration, teachers, and counselors earlier to get ahead of student's schedules.</p>	<p>Harrison, Jacob, Bus & Gov Affairs WG</p>		
<p>2c. In 3 years, Seward Co seeing more</p>	<p>Rising Stars Leadership Program participation doubles in support of leadership transitions in local businesses.</p>	<p>Donna, Jonathan, Bus & Gov</p>		

<p>entrepreneurs and with greater success</p>	<p>Concordia Catalyst Competition has grown to include not just CUNE but community members and high school students.</p> <p>If approved, SCCDP will be participating in the Rural Innovation Initiative 2023 Heartland Cohort to create a technology entrepreneurship strategy in Seward County which can lead to incubators, startup funding, networking events, etc.</p>	<p>Affairs WG</p>		
<p>2d. In 3 years, Seward Co has prioritized safety and mental health through intentional programming and resources distribution</p>	<p>Maintain relationships with Four Corners/MHCS/local schools/CUNE/SCC/communities/county/ and other local stakeholders to continue to promote resources for mental health and wellness through collaborative programs. Work together to support each other's programs through marketing.</p>	<p>Jacob, Members hip, Marketing , Fundraisin g WG</p>		
<p>2e. In 3 years, Seward Co has built multiple new spec buildings and master planned sites to grow and attract new businesses</p>	<p>In partnership with local investors and land owners, at least one new development site and spec building have been identified and resources have been aligned to move them to construction and/or master planning next steps.</p>	<p>Jonathan, Bus & Gov Affairs WG</p>		

3. Communicating a strong, positive brand for Seward County

- Community awareness of SCCDP
- County unity
- Receiving recognition external to Seward County / telling our story

3a. In 3 years, Seward Co is a Creative District and is working toward the set goals to promote arts and culture.	If application approved, partner with the Seward Arts Council to promote the Creative District through new website. Identify arts projects to pursue grants for and specific arts events to promote throughout the year.	Donna, Seward Arts Council, local creatives		
3b. SCCDP sees increased participation in county events from all communities with special emphasis on Bee, Staplehurst, Garland, Cordova, Beaver Crossing, Goehner, Pleasant Dale.	Grow relationships with current communities by sharing their event information. Engage SCCDP Board members more in these countywide activities. Establish Seward County Passport for events/activities in different communities throughout the year.	Joanie, Members hip, Marketing , Fundraisin g WG		
3c. SCCDP stories have greater reach in traditional and social media.	Work to expand the reach of SCCDP's podcasts and videos through new content creation and sharing across all existing marketing channels and partner media. Continue to promote stories in SCI that are relatable to Seward County residents. Maintain a positive relationship with local media.	Joanie, Members hip, Marketing , Fundraisin g WG		

4. Sustaining our mission

- Membership growth
- Board development and diversity
- Staff development and longevity

SMART Goal	Tactics for Year 2	Roles	Current Status	Progress Update
4a. In 3 years, SCCDP will see membership growth of 30% and steady retention of members.	SCCDP team effort with all staff, Board of Directors, and other members. Have conversations about what matters for local businesses to help retain SCCDP members.	Harrison, Membership, Marketing, Fundraising WG		
4b. In 3 years, SCCDP Board is more diverse in communities, industries, and backgrounds (age, gender, socioeconomic, race, etc.).	Utilize and update SCCDP Board matrix. Set priority benchmarks using matrix. Follow through on recruiting Board members from priority areas.	Executive Committee and Jonathan		
4c. In 3 years, SCCDP has a three-year average tenure with staff.	Implement SCCDP staff health insurance plan. Create a permanent office design solution for SCCDP staff members including signing permanent lease agreement with City of Seward and Langworthy Trust. Work with IT professionals and experts on best practices for SCCDP office technology. Research other added benefits for SCCDP staff and review listening session feedback.	Jonathan, Executive Committee		