



## WEST CENTRAL MOUNTAINS

ECONOMIC DEVELOPMENT COUNCIL

Valley County • Cascade • Donnelly • McCall • Meadows Valley

### **WCMEDC Strategic Plan + Work Plan: 2021**

**Mission:** Fulfilling our commitment to a dynamic, sustainable regional economy.

**Structure:** Through our community advisory teams (CATs) and board directives, we will execute the following strategic action plan in 2021.

#### **GOALS, STRATEGIES, TACTICS:**

- ❖ **GOAL: Broadband:** Enhance broadband capacity and access to all citizens of the region.
  - **STRATEGY:** By the end of 2021, have an actionable strategy in place from a technically savvy third party based on a thorough feasibility analysis.
    - **TACTICS:**
      - Get the regional broadband task force organized around a feasibility exercise. Pull together existing resources and evaluate initial opportunities.
      - Secure funding from state and federal partners for a regional feasibility analysis using a verified third party contractor to help us identify needed infrastructure, prioritization and rough costs.
- ❖ **GOAL: Housing:** Increase access to affordable and desirable housing options for residents of all income levels and across all sectors.
  - **STRATEGY:** Bring together resources in a meaningful and action-oriented way to create energy around housing development and conversion.
    - **TACTICS:**
      - Host a housing summit to identify funding and development partnerships based on available resources.
      - Alongside city and county partners, develop a framework and banking strategy for the region.
      - Explore and implement a housing conversion plan to bring existing second home units and short term rentals into the long term rental pool through incentives.

- ❖ GOAL: Workforce Development: Increase professional opportunities across all sectors for both employers and employees (current and prospective).
  - STRATEGY: Activate existing and emerging tools alongside partners: apprenticeship, pre-apprenticeship, BSU programs, UI/MOSS, Extension, CWI, internships, Idaho WDC, Labor
    - TACTICS:
      - Launch spring pre-apprenticeship programs with area partners (Labor, Association of General Contractors, the state and UI Extension) to provide introductory workforce training in culinary arts and construction/trades
      - Assist BSU with expanding CIP cohort in the spring and fall
- ❖ GOAL: Early Childhood Education: Improve the quality and access to early childhood education and childcare assets across the region for residents of all income levels.
  - STRATEGY: Activate the Early Learning Advisory Committee's (ELAC'S) Strategic Action Plan.
    - TACTICS:
      - Secure additional funding to implement the strategic action plan that will fortify opportunities for providers, children and families across our region. Possible partners: IAEYC, Valley County, Cities, Idaho Commerce
      - Set up a new or elevate an existing nonprofit structure for doing this work. Reestablish under community foundation/wicap/head start/other 501c3 for another year
      - Hire a full or part time manager to implement year one tactics of the strategic action plan
- ❖ GOAL: Recreation/pathways: Expand trail miles, recreational opportunities, community health metrics and business expansion opportunities relevant to the local economy.
  - STRATEGY: Build off of existing partnerships and the singletrack sidewalks ordinance to create a meaningful pipeline of projects.
    - TACTICS:
      - Implement the National Parks Service technical assistance grant for project prioritization alongside partners.
      - Assist area trails and conservation advocates with trail projects and associated market opportunities.
      - Communication: Align projects with healthy outcomes, public safety and economic opportunities alongside partners through regular marketing and fundraising efforts.
- ❖ GOAL: Land management/development: Embed the tools and partnerships needed to grow in a measured and responsible manner that is amenable to local folks, city, county and industry leaders.
  - STRATEGY: Elevate existing tools and explore emerging opportunities for high quality long range planning.
    - TACTICS:

- Remain engaged in an advisory role in the Idaho Dept. of Lands discussion about privatization of endowment lands.
  - Offer letters of fact and data pertinent to development projects (without standing for or against), as needed.
  - Explore the merits of synching up zoning rubrics with city and county goals.
- ❖ GOAL: Infrastructure: Solvent sewer, water, power and transportation facilities that can handle growth.
  - STRATEGY: Ensure the region has the infrastructure it needs to manage the growth we are seeing in a responsible and tactical way.
    - TACTICS:
      - Sewer--assist McCall and Cascade as needed with grant funding opportunities for facility enhancement to meet project needs; regional analysis for capacity; alternative facilities modeling
      - Assist Valley County, North Lake and Yellowpine as needed with completion of their GEM grant projects
- ❖ GOAL: Retain / Expand / Attract new businesses to the region
  - STRATEGY: Work with Idaho Commerce, the SBA and SBDC to connect businesses with resources.
    - TACTICS:
      - Conduct 2 X SBA trainings alongside chamber partners
      - Assist Idaho Commission for the Arts and Idaho Policy Institute with establishment of Idaho's first Creative District
      - Continue to administer the region's COVID task force
      - Meet with between 50 and 100 businesses and organizations, per the Idaho Commerce EDPro grant rubrics and our organizational goals
      - Host the 2021 Economic Summit
- ❖ GOAL: Enhance the Idaho Highway 55 corridor through effective administration of the Payette River National Scenic Byways committee.
  - STRATEGY: Enhance byway offerings and planning through partnerships and programming associated with scenic byway management best practices.
    - TACTICS:
      - Work with Idaho Transportation Dept. to ensure signage is up to date and in good condition
      - Update the byways corridor management plan, as needed.
      - Identify and secure appropriate funding to carry out the mission of the byways committee