

# TWIN CITIES DEVELOPMENT STRATEGIC PLAN

**MISSION:** TCD supports economic development activities that create jobs, enhance housing, and bring investment into western Nebraska.

**VISION:** Economic Heart of Western Nebraska.

**VALUES:**  
 Teamwork: We trust each team member to do the right thing with the highest level of integrity.  
 Community: We provide needed services that add value to the communities we serve.  
 Determination: We are determined to grow our community through innovative programs.



<b>FOCUS:</b>	<u>Housing</u>	<u>Workforce Development</u>	<u>Community Development</u>
<b>GOAL:</b>	1. Proactively increase availability of quality housing in our area.	2. Provide support to businesses and schools to grow local talent and skills.	3. Optimize programming, services, and resources available to assist the region.
<b>OBJECTIVE:</b>	Provide incentives for developers, contractors and builders to take on single and multi-family housing projects to increase supply.	Serve as the conduit between schools and businesses to create a talent pipeline while reducing the skill gap to provide opportunities for higher wage jobs.	Develop a strong small business economy through fostering positive relationships with other organizations to promote overall quality of life.
<b>STRATEGIES:</b>			
1-2 years	<b>1.1</b> Create a task force to recognize the barriers and create a program	<b>2.1</b> Work with Career Pathways group to develop a focus, and a framework	<b>3.1</b> Improve and increase member support via BREs, LB840, and available resources
1-3 years	<b>1.2</b> Utilize the entire \$1.8 million RWHF to increase housing supply	<b>2.2</b> Support career expos throughout the region to connect people to jobs	<b>3.2</b> Create a business attraction platform to actively recruit businesses to our area
1-4 years	<b>1.3</b> Promote large scale multi-family development projects	<b>2.3</b> Work with partners to increase access to quality early childcare	<b>3.3</b> Review and adjust membership levels and services provided to members
1-5 years	<b>1.4</b> Facilitate a landbank program that improves the communities	<b>2.4</b> Investigate an Innovation Center with the RISE grant to improve local skills	<b>3.4</b> Use RBDG grant to create a revolving loan fund to assist businesses
<b>OUTCOMES:</b>	A housing market that sustains economic growth.	A large and skilled workforce with high wages that will attract businesses to locate here and provide current businesses with skilled employees.	A strong local business economy that keeps businesses here and is attractive for businesses to move here. A perpetual business funding source.

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**ECONOMIC DEVELOPMENT  
FOR WESTERN NEBRASKA**

<b>FOCUS:</b>	<u><b>Grant Writing</b></u>	<u><b>Marketing</b></u>	<u><b>Innovation</b></u>
<b>GOAL:</b>	4. Be recognised as the top grant writer and recipient in the region.	5. Create a marketing strategy to showcase TCD services and communities.	6. Use Innovative ideas to improve services and optimize productivity.
<b>OBJECTIVE:</b>	Write and receive grants to improve the quality of life and opportunities for the businesses and communities that we serve.	Streamline and automate marketing initiatives to draw attention to local jobs, quality of life, housing, and more through multiple forms of marketing techniques.	Find, research, compare and implement new innovative technologies, programs and ideas that advance TCD to the next level by providing a high level of expertise.
<b>STRATEGIES:</b>			
1-2 years	<b>4.1</b> Administer the current grants that TCD has been awarded	<b>5.1</b> Implement Golden Shovel as our website & content creators	<b>6.1</b> Implement grant finding program and grant administration software
1-3 years	<b>4.2</b> Create multiple streams of perpetual funds through grants	<b>5.2</b> Rebrand TCD with a different name, colors to encompass entire region	<b>6.2</b> Implement a program to provide data, demographics and forecasting
1-4 years	<b>4.3</b> Support other entities with grant writing and administration assistance	<b>5.3</b> Foster a collaborative marketing approach for our region	<b>6.3</b> Support a regional resource smart phone app to connect residents, and visitors
1-5 years	<b>4.4</b> Hire a full time grant position to write, administer and maintain grants	<b>5.4</b> Offer marketing assistance to showcase our communities	<b>6.4</b> Foster a regional partnership including economic development, chamber and tourism
<b>OUTCOMES:</b>	Organizations look to TCD for grant assistance and services.	TCD is the leader in marketing of our region through innovative marketing strategies including SEO and use of data to determine target markets.	TCD is a recognized as an advanced regional economic development organization in the Wyobraska area and within the state of Nebraska.