

2024+ Strategic Plan



Site Development	
Goals	Outcomes
Lead Efforts to Increase Utility Capacities Across Cass County	<ul style="list-style-type: none"> • Complete Assessment of utility capacities across Cass County • Seek out solutions to limited water capacities in Rural development areas
Identify, support, and market industrial sites suitable for medium to large employers	<ul style="list-style-type: none"> • Establish an inventory of 1-2 GO! Ready Certified Sites • Develop an inventory of developable sites • Fund visioning plans for key development corridors
Identify, support, and market industrial site suitable for large industrial users or data centers	<ul style="list-style-type: none"> • Identify 1-2 sites suitable for large industrial users or data centers
Facilitate the creating of a Mega-site in Western Cass County	<ul style="list-style-type: none"> • Establish control of a 1000+ acre industrial site in partnership with the GOEDP & LPED
Housing	
Goals	Outcomes
Analyze needs in Cass County, and each of our communities	<ul style="list-style-type: none"> • Complete housing study for Cass County
Improve Housing Readiness in communities	<ul style="list-style-type: none"> • Partner with MAPA to develop housing readiness program for communities • Increase the inventory of workforce housing • Increase the availability of shovel ready residential sites
Community Development	
Goals	Outcomes
Provide education and resource assistance on community led development	<ul style="list-style-type: none"> • Increase engagement with key partners (MAPA, Habitat for Humanity) to increase presence in Cass County • Work with communities to undertake planning studies (Comp Planning, Vision Planning, Blight Studies, DTR, or Brownfield) • Provide education on State and local programs that accomplish community development priorities • Fund strategic studies
Explore, Evaluate, and Implement Economic Development Programming to build capacity for economic growth	<ul style="list-style-type: none"> • Organize Community Economic Development Workshops • Increase Utilization of local ED programs

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Business Retention & Expansion and Workforce

Goals	Outcomes
Attract and increase high quality jobs	<ul style="list-style-type: none"> • Attract Capital Investment • Attract H3 Occupations (High Wage, Skill, & Demand) • Develop a targeted industry list • Conduct a labor analysis study
Retain and Expand existing business	<ul style="list-style-type: none"> • Conduct 30 BREs Annually • Provide direct and indirect assistance to businesses to ensure their continued success • Develop and maintain an active inventory of financial assets available in communities
Support entrepreneurship and home-grown businesses	<ul style="list-style-type: none"> • Increase new business start-ups • Work with community development groups to identify entrepreneurs
Improve Childcare availability	<ul style="list-style-type: none"> • Increase quantity of child care slots

Organizational Development

Goals	Outcomes
Increase budget to allow for strategic investments and operations	<ul style="list-style-type: none"> • Grow budget to positive net income and invest in strategic funds
Increase involvement from Board of Directors	<ul style="list-style-type: none"> • Recruit new board members to provide County wide coverage • Improve Board participation in meetings and initiatives
Improve relationships and collaboration with Villages and Cities	<ul style="list-style-type: none"> • Increase public investment • Identify opportunities to direct impact to communities
Clearly define mission and purpose of CCNEDC	<ul style="list-style-type: none"> • Update Mission & Bylaws • Build consensus on role of organization in various facets of economic and community development in Cass