Final Implementation Roadmaps
McDowell County
Goal #1: **Work on Messaging and Defining our Workforce**

**Action #1: Capacity and Inventory Analysis**
- **Timeline:** Starting July 1, 2015
- **Owners:** Reconnecting McDowell
- **Resources:** Workforce WV, US Census Bureau, BLS, WVCObP

**Action #2: Outreach to the Workforce**
- **Timeline:** By or before the end of calendar yr 2015
- **Owners:** Reconnecting McDowell
- **Resources:** Workforce WV, McDowell BOE, all local Higher Ed and CTC

**Action #3: Hold Public Meetings and develop literature**
- **Timeline:** By or before the end of the Calendar Yr 2015
- **Owners:** Reconnecting McDowell
- **Resources:** Public Education Institutions and Religious Community
Goal #2: Engagement of the Public/Community

Action #1: Planning and Strategy Meeting
- Timeline: By or before July 1
- Owners: Reconnecting McDowell
- Resources: Local Government

Action #2: Hold 10 separate Community Meetings
- Timeline: By or before the end of the Calendar Yr 2015
- Owners: Reconnecting McDowell
- Resources: Participation of Municipalities and all forms of local government

Action #3: Collect and Analyze Public Feedback
- Timeline: Directly after public forum meetings
- Owners: Reconnecting McDowell
- Resources: Staff of RM and Local Agencies
Goal #3: Youth Entrepreneurship Skills Program – (YES) Program

Action #1: Work with BOE for student outreach

- Timeline: Before the start of the next school year
- Owners: Reconnecting McDowell
- Resources: Local CTE, EDA, BOE, SBDC, Capital Lenders / Investors

Action #2: Collaborate w/ Bluefield State, Concord, Southern CTC

- Timeline: By or before the start of the next school year
- Owners: Reconnecting McDowell
- Resources: Local CTE, EDA, BOE, SBDC, Higher Ed

Action #3: Establish Intermediary Lending program

- Timeline: By end of Calendar year 2015
- Owners: Reconnecting McDowell and all Economic Dev. Entities
- Resources: Capital Lenders
Perry County
Goal #1: 
Expand Stakeholders Beyond this Committee

Action #1: 
Identify other Stakeholders
Timeline: End of this meeting
Owners: This Committee
Resources: Staff Time

Action #2: 
Convene Meeting of Additional Stakeholders
Timeline: By June 1, 2105
Owners: Committee led by Judge Alexander
Resources: Staff Time Place

Action #3: 
Invite new Stakeholders to serve on committee
Timeline: June 15, 2015
Owners: Expanded committee
Resources: Staff time
Goal #2: Identify One Common Goal Among Existing Plans That Stakeholders Agree To Do

Action #1: Choose one attainable objective agreed upon by all stakeholders
- Timeline: End of 1st meeting, June 1, 2015
- Owners: Stakeholders
- Resources: Place Staff Time

Action #2: Frame Implementation Plan for 1st Objective
- Timeline: End of 1st meeting, June 1, 2015
- Owners: All Stakeholders
- Resources: Staff Time Place

Action #3: Build Enthusiasm for Success and Process
- Timeline: June 1, 2015
- Owners: Stakeholders
- Resources: Staff Time Place

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Goal #3:
Implement 1st Expanded Stakeholder Objective

Action #1:
Set a time frame to accomplish objective within 90 days of meeting
Timeline: July 1, 2015
Owners: Stakeholders
Resources: Staff time

Action #2:
Implement Objective Plan
Timeline: Complete by September 1, 2015
Owners: Stakeholders
Resources: Staff time

Action #3:
Celebrate Success (Community Day)
Timeline: September 15, 2105
Owners: Stakeholders
Resources: Staff time Local Media
Moffat County, Colorado

Economic development can be defined as “a sustained community effort to improve both the local economy and the quality of life by building the area’s capacity to adapt to economic change” (Loveridge and Morse).

- Communication and information is as vital to a healthy functioning community, as clean air, safe streets, good schools and public health.

- “Be the change you wish to be.”
- Relationships, communication, trust
Goal #1: Communication: Engage community on a comprehensive economic strategy for the city/county.

**Action #1:** Leadership team meets to agree on outreach strategy to communicate workshop outcomes to public

- **Timeline:** Within 2 weeks after Pikeville workshop
- **Owners of Communication:** NACo team, County/City Chamber/ECMEDP/Tourism/2035
- **Resources:** Staff time, Scheduling, Document preparation

**Action #2:** Host a website with all the community studies and visionary projects

- **Timeline:** Beginning of June 2015
- **Owners:** NACo team, CMEDP website, Chamber/MTCA
- **Resources:** County Staff/EDP

**Action #3:** Follow up with community meetings

- **Timeline:** By the end of June
- **Owners:** List of community entities
- **Resources:** Time, finances, Scheduling, Preparation
**Goal #2: How: Develop the Strategic plan/ideas**

**Action #1**
Develop and articulate the seven pillars to support our culture
1. education
2. growth/development expansion of existing businesses
3. targeted new business recruitment
4. energy
5. recreation/tourism
6. ag/ranching
7. infrastructure

**Timeline:** Within three months

**Owners:**
- EDP team
- NACo team

**Resources:**
- Time, money

**Action #2:**
Gain civic engagement with the pillars

**Timeline:** Within three months

**Owners:**
- NACo team
- Community Groups

**Resources:**
- Time, preparation, model

**Action #3:**
Determine and commit the resources

**Timeline:** Current resources three

**Owners:**
- Community Groups

**Resources:**
- What are you willing to commit to?
Goal #3: Implementation of the action plan

Action #1: Identify person/entity to spearhead implementation
- Timeline: Within 6 months
- Owners: Community
- Resources: Sufficient revenue for long term management

Action #2: Develop targeted dates, matrices and measure results
- Timeline: Develop results in semi-annually
- Owners: Action team/Community
- Resources: Grants, taxes and assessments leadership

Action #3: Git ‘er done
- Timeline: Ongoing
- Owners: Community
- Resources: ?
Replicate an Existing Workforce Marketing Success Story

Group site visit to learn about Coal Miner Coding “Re-careering.”

60 Days

Owners: Team LENOWISCO

Resources: Team LENOWISCO, EKECP, Workforce Investment Board

Find Resources to bring re-trained miners to SWVA to tell their story.

100 Days

Owners: Team LENOWISCO

Resources: Workforce Investment Board

Communication Strategy “Coal Miner to Coal Miner”

180 Days

Owners: Team LENOWISCO

Resources: Local Media, Workforce Investment Board
Establish a Community Foundation

Assessment of where we are, available resources, Contact COF.org

Timeline: 100 Days
Owners: Team LENOWISCO, Community Stakeholders
Resources: Existing & previous efforts, “like” organization.

Establish goals, outputs and outcomes. Work with COF to connect to accreditation.

Timeline: 180 Days
Owners: Team LENOWISCO, Community Stakeholders
Resources: COF, WFIB

Engage, communities, and major donors. Find the Sparkplug!

Timeline: 1 year.
Owners: Volunteers, Fundraising Team
Resources: COF, WFIP, Donors, Volunteers.
Enhance Quality of Life Infrastructure

**Entrepreneur Challenge**
“Competition for Capital.”

- **Timeline:** 100 Days - Ongoing.
- **Owners:** mySWVA Opportunity.org
- **Resources:** ARC, Various funding sources, DHCD, VTC.

**Promote Tourism Assets**
“Elevate & Relax Your Heart Rate.”

- **Timeline:** 100 Days - Ongoing.
- **Owners:** Heart of Appalachia Tourism Authority
- **Resources:** VTC Marketing Leverage Grants

**Healthy Appalachia**
“Health is right outside your door.”

- **Timeline:** 100 Days - Ongoing
- **Owners:** UVA Wise, Health Care Agencies.
- **Resources:** HA Committee, Health Care agencies, TBD
FIVCO Area Development District
Goal #1: Create a visible community of entrepreneurship

Action #1: Network in region and among entrepreneurs
- Timeline: Begin immediately; see results within 1 year
- Owners: Ignite, Kentucky Innovation Network, FIVCO, and local EDs
- Resources: Staff time

Action #2: Engage youth in entrepreneurship
- Timeline: Ongoing
- Owners: Ignite, Kentucky Innovation Network, local schools
- Resources: Staff time and school calendars

Action #3: Assess need/availability of incentives in downtowns
- Timeline: 3-6 months
- Owners: Local EDOs, local governments, regional partners, building owners
- Resources: Building owners, staff time, local government policies
Goal #2: Create a fluid asset map

Action #1: Identify partners
- Timeline: 1 month
- Owners: FIVCO ADD, local EDOs, local govts., and regional partners
- Resources: Staff time

Action #2: Identify portals for sharing information
- Timeline: 1-3 months
- Owners: FIVCO ADD, local EDOs, local govts., and regional partners
- Resources: Staff time and existing data

Action #3: Create map of technical and physical assets
- Timeline: 3-6 months
- Owners: FIVCO ADD, local EDOs, local govts., and regional partners
- Resources: Staff time and potentially additional funds

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Goal #3: Redefine agriculture to include niches, new outlets, and localist approaches

Action #1: Assess farm-to-table opportunities
- Timeline: 3-6 months
- Owners: FIVCO ADD, extension, local schools, local EDOs
- Resources: existing data, staff time, USDA

Action #2: Showcase opportunities for farm to cooperative
- Timeline: 1-2 years
- Owners: FIVCO ADD, extension, local EDOs
- Resources: staff time, USDA data

Action #3: Move from cooperative to packaging and distribution
- Timeline: 3-5 years
- Owners: FIVCO ADD, extension, local EDOs
- Resources: staff time, USDA data

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Cumberland Valley Area Development District
Goal #1: Re-energize the Harlan County Community Foundation

Action #1: Ask Board Leadership to meet
- Timeline: by end of June 2015
- Owners: Judge Executive
- Resources: Community Foundation for Appalachian Kentucky

Action #2: Name a director
- Timeline: by end of August
- Owners: Foundation Board
- Resources: Community Investors

Action #3: Vision and Strategic Plan
- Timeline: by the end of the year
- Owners: CVADD NACo team
- Resources: Appalachian Funding Network, Brushy Fork, ARC,
Goal #2: Establishing a Harlan County Tourism Commission

Action #1: Approve ordinance
Timeline: First reading in May, second reading in June
Owners: Harlan Co Tourism Commission and Harlan Co Fiscal Court
Resources: Kentucky Tourism Council, Tourist, Lodging Representative

Action #2: Establish Tourism Commission / Name a Director
Timeline: July for the board, name director in August
Owners: Fiscal Court and the Commission
Resources: County attorney, local tourist commission,

Action #3: Use revenue for promotion and creation of extended stay packages
Timeline: Spring of 2016
Owners: Tourism Commission, Vendors, local commissions
Resources: All state/national tourism agencies
Goal #3: Establish an Economic Development Council

Action #1: Draft a resolution

- Timeline: July
- Owners: Fiscal Court
- Resources: County Attorney, Administrative Assistant, CVADD

Action #2: Name Council Members/Recruit Economic Development Dir

- Timeline: July/director by years end
- Owners: Judge with approval of the fiscal court
- Resources: IEDC, NADO, NACo, KAED, KIED

Action #3: Vision: Healthcare Retirement technology

- Timeline: By years end
- Owners: CVADD NACo NADO team
- Resources: IEDC, NADO, NACo, KAED, KIED
Big Sandy Area Development District
Goal #1:
RESOURCE DEVELOPMENT

Action #1:
Identify Partners & Message

Timeline: 2 Weeks

Owners: All Team Members Send Info to Team Leader

Resources: Time Commitment by Team Members/Partners

Action #2:
Schedule Meetings with Stakeholders

Timeline: 30 Days

Owners: Team Members Divide & Conquer; BSADD

Resources: Time Commitment by Team

Action #3:
Gain Consensus & Regional Buy-in

Timeline: 90 Days

Owners: All Team Members

Resources: Time Commitment by Team

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Goal #2: DATA COLLECTION / ANALYSIS

Action #1: Consolidate leakage data
- Timeline: 2 Weeks
- Owners: J
- Resources: Higher Ed Assistance; manpower (L-T)

Action #2: Cluster Mapping Tool & Data Collection, Asset Mapping
- Timeline: 1 Month +
- Owners: J & BSADD & EKCEP
- Resources: Time, Manpower, RUPRI?

Action #3: Analysis
- Timeline: 6 Months
- Owners: RUPRI?; Higher Ed
- Resources: RUPRI?
Goal #3: IDENTIFY REALISTIC OPPORTUNITIES FOR ECONOMIC DEVELOPMENT

Action #1: Report to Stakeholders
- Timeline: 2 Months
- Owners: BSADD
- Resources: Time, Manpower

Action #2: ID Top Sectors For Focus
- Timeline: 2 Months
- Owners: All Group
- Resources: Time, Manpower

Action #3: Create Sector Work Groups
- Timeline: 1 Month
- Owners: All Group
- Resources: Time, Manpower

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