

Economic Development Strategic Plan – Re-initiation/Finalization Process

Project Outcomes:

- Recommend a finalized Economic Development Strategic Plan including prioritized goals, objectives, and strategies; an implementation/action plan; and performance measures to the Board of Supervisors - three-year plan horizon with short and long-term goals as well as ongoing activities
- Build internal and external partnerships necessary to support successful implementation of the Economic Development Strategic Plan, including continued introduction of new staff to the community
- Ensure visibility and awareness of the Economic Development Strategic Plan more generally in the community, region and state

Background/Milestones to Date:

- **November, 2016** - Former ED Director Faith McClintic completes portion of background work prior to her departure
- **January, 2017** – County Executive Tom Foley resigns, Doug Walker is appointed Interim County Executive
- **February, 2017** – Doug Walker and Lee Catlin present update on economic development initiatives to the Board of Supervisors, including the hiring of a consultant to complete framework plan in advance of hiring of new County Executive and new Economic Development Director
- **March, 2017** – Contract awarded to Decide Smart, Notice to Proceed issued
- **May 26, 2017** – Consultant presents initial concepts to joint Board of Supervisors/Economic Development Authority meeting - BOS and EDA provide feedback and direction
- **July 12, 2017** - Staff incorporates feedback and adds additional detail to create revised framework plan presented back to the Board– Board endorses framework with the understanding that prioritization and action/implementation plan will be finalized following hiring of new County Executive and Economic Development Director
- **October 17, 2017** – Board of Supervisors, Planning Commission and Economic Development Authority have joint session on site readiness/Deschutes debrief – Board, PC, and EDA unanimously endorse the mission and guiding principles of the Board approved framework plan
- **November, 2017** – Jeff Richardson begins tenure as new County Executive
- **April 2, 2018** – Roger Johnson begins tenure as new Economic Development Director

Major Process Steps:

TASK	ANTICIPATED COMPLETE DATE
Convene staff working group	Ongoing
Convene internal Advisory Group	June 13
Initial ED staff review of approved Framework Plan and other related documents for initial assessment of gaps, necessary updates, etc.	June 6
Work group reviews endorsed framework plan to identify gaps, update/flesh out as necessary, identify key data/performance measures, and provide initial thoughts on prioritization in preparation for review/discussion with advisory group	June 30
Advisory group reviews work group material, provides feedback	July 10
Review existing framework plan (endorsed by the BOS in July 2017) and proposed finalization process with the Board of Supervisors for feedback	July 11
Review existing framework plan (endorsed by the BOS in July 2017) and proposed finalization process with the EDA and PC for information	July 18
Identify and initial communication with external partners group	July 18 (after EDA and PC are informed)
External partners group reviews materials produced by work group review	July 30
Brown bag lunch opportunities for Leadership Council, CDD staff (and potentially other interested staff)	August 8
Opportunity for public comment (online, w/ CACs, etc.)	August 15
Schedule midpoint check-in with BOS to keep them informed, provide any necessary direction - also communicate with EDA and PC for information	September 5
Work team to draft short, medium and long-term implementation plan for higher priority goals/ objectives/ strategies including specific action steps and timeline	October 1
Advisory group and external partners to review/provide comment, public review opportunity	October 15
Recommendations to the Board for review/approval	November 14

Roles and Responsibilities:

- Board of Supervisors – **accountable**, final decision makers on content of the plan
- Economic Development Authority – **inform**, regular check ins to review key materials as they are developed
- Planning Commission - **inform**, keep in the picture as the plan is progressing
- County Executive’s Office – **accountable at the staff level**, final decision makers on recommendations going to the Board
- Project Manager – **responsible**, responsible for day to day management of actions/tasks/materials to keep plan development on track
- Economic Development Office – **responsible**, responsible for assisting with technical expertise and content development
- Work Group – **responsible**, responsible for assisting with technical expertise and content development
- Advisory Group - **consultative**, providing feedback and input as requested
- External Partners - **consultative**, providing feedback and input as requested