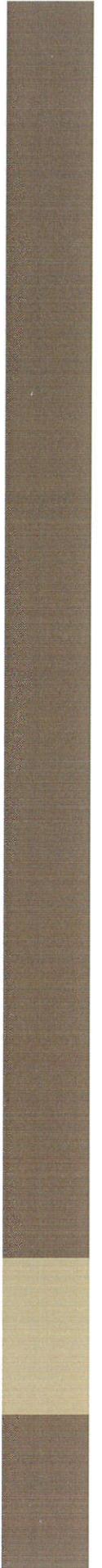


# City of Creighton Strategic Planning Session December 23, 2014

Polling Results

Prepared by:  
Nebraska Public Power District



## Strengths

- education system
- the people
- medical care
- low crime
- small town - rural
- everything is available - walking distance
- churches
- wellness center
- hospital and nursing home
- history of community - heritage
- parks - recreation
- Creighton - distance from Norfolk - successful
- charming downtown
- library, senior center
- good place to raise a family
- Senior living
- low rent housing
- farmers market
- American Legion
- Cost of Living

## Challenges

- employment opportunities
- declining population
- housing
- Anchor stores - chains
- streets, sewer, water - utilities
- internet service
- negativity in the community
- location
- service stores - appliances, electric, repairs
- workforce issues
- funding - long term - economic development activities - infrastructure
- business retention (business transition)

**1.) Goal Statement: improving community involvement in projects**

**Estimated Completion Date:**

**Strategies (How do we get it done)**

- Transparency in Government
- Ask people – skills sets
- Word of mouth (website, newspaper, media)
- Identify priority Projects – generate public funding  
Communication – town hall meetings – website, phone, - identify
- School Reach – example – research
- Radio station – media
- Newsletters, social media
- Face to face contact
- Survey – 40 % completed
- Timeline, specific projects
- Develop your strategic plan

**Action Plan (Who does what? When?)**

**Timeline: on going**

**Dollars Needed & Possible Sources:**

**Responsible Person (s):** community, economic dev. Group, city

**Potential Sources of Assistance:** media, schools

**2.) Goal Statement: creation of jobs and retention of existing jobs**

**Estimated Completion Date:**

**Strategies (How do we get it done?)**

- BRE's – visit existing businesses – find out what is needed in the business for improvements (energy audits)
- Incentives for the young people to come back to community
  - Recruiting alumni
  - testimonials
- Incentives for new businesses – Nebraska Dept of Economic Dev., Northeast Dev District
- Targeting study – what type of company would you like to target to Creighton (Ken Lemke, NPPD)
- Available land/building identified – option on land
- Investment groups/clubs
- Research what other communities are doing
- Work at Home

- Marketing your community

**Action Plan (Who does what? When?)**

**Timeline:**

**Dollars Needed & Possible Sources:**

**Responsible Person (s):** Major, City Council, Econ Dev. Board, Community

**Potential Sources of Assistance:** Nebraska Department of Economic Development, Nebraska Public Power District, Northeast Development District

**3.) Goal Statement: Public Relations Plan - communication**

**Estimated Completion Date:**

**Strategies (How do we get it done?)**

- Goal 1 – action plan under “Improving Community Involvement in Projects”

**Action Plan (Who does what? When?)**

**Timeline:**

**Dollars Needed & Possible Sources:**

**Responsible Person (s):**

**Potential Sources of Assistance:**

**4.) Goal Statement: Develop a long term funding plan for economic development projects**

**Estimated Completion Date:**

**Strategies (How do we get it done?)**

- LB840
  - Educate community – DED representative attend town hall meeting
- TIF
  - Educate community
- private funding
- foundations
- local sales tax
- Community Block Grant money – low interest rate
- Revolving loan funds
- Fulltime position – Economic Development

**Action Plan (Who does what? When?)**

**Timeline:**

**Dollars Needed & Possible Sources:**

**Responsible Person (s):** Economic Development Board, City Council, City Officials, Community Foundation Board

**Potential Sources of Assistance:** REAP, DED, Northeast Development District, Nebraska Public Power District

**5.) Goal Statement: Fix water quality and infrastructure**

**Estimated Completion Date:**

**Strategies (How do we get it done?)**

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**Action Plan (Who does what? When?)**

**Timeline:**

**Dollars Needed & Possible Sources:**

**Responsible Person (s):**

**Potential Sources of Assistance:**

**6.) Goal Statement: Improve street and sidewalk conditions/maintenance**

**Estimated Completion Date:**

**Strategies (How do we get it done?)**

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**Action Plan (Who does what? When?)**

**Timeline:**

**Dollars Needed & Possible Sources:**

**Responsible Person (s):**  
**Potential Sources of Assistance:**

7.) Goal Statement: reallocate 1% sales tax

**Estimated Completion Date:**  
**Strategies (How do we get it done?)**

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Action Plan (Who does what? When?)

**Timeline:**  
**Dollars Needed & Possible Sources:**  
**Responsible Person (s):**  
**Potential Sources of Assistance:**

8.) Goal Statement: new housing – rental and ownership

**Estimated Completion Date:**  
**Strategies (How do we get it done?)**

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Action Plan (Who does what? When?)

**Timeline:**  
**Dollars Needed & Possible Sources:**  
**Responsible Person (s):**  
**Potential Sources of Assistance:**

9.) Goal Statement: vacant/dilapidated housing

**Estimated Completion Date:**

**Strategies (How do we get it done?)**

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**Action Plan (Who does what? When?)**

**Timeline:**

**Dollars Needed & Possible Sources:**

**Responsible Person (s):**

**Potential Sources of Assistance:**

10.) Goal Statement: improve public restrooms at the park/ball field

**Estimated Completion Date:**

**Strategies (How do we get it done?)**

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**Action Plan (Who does what? When?)**

**Timeline:**

**Dollars Needed & Possible Sources:**

**Responsible Person (s):**

**Potential Sources of Assistance:**

