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
  
  o Educate community – DED representative attend town hall meeting

• TIF
  
  o Educate community

• private funding
• foundations
• local sales tax
• Community Block Grant money – low interest rate
• Revolving loan funds
• Fulltime position – Economic Development
5.) *Goal Statement: Fix water quality and infrastructure*

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


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

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


Action Plan (Who does what? When?)
Timeline:
Dollars Needed & Possible Sources:
Responsible Person (s):
Potential Sources of Assistance:
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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  •
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  •
  •
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*Action Plan (Who does what? When?)*
Timeline:
Dollars Needed & Possible Sources:
Responsible Person(s):
Potential Sources of Assistance:
H - Improving community involvement in projects

Percent

- Top priority: 77%
- Priority: 23%
- Low priority: 0%

C - Creation of jobs and retention of existing jobs

Percent

- Top priority: 62%
- Priority: 31%
- Low priority: 0%
I- Public Relations plan communication

J- Develop a long term funding plan for economic development projects
A- Fix water quality and infrastructure

B- Improve street and sidewalk conditions/maintenance
F- reallocate 1% sales tax

D- new housing-rental and owner
E- vacant/dilapidated housing

G- improve public restrooms at the park/ball field