

## **GREATER CHEYENNE AREA COMMUNITY PLANNING PROPOSED SCOPE AND SEQUENCE**

On April 28, 2017, individuals representing leadership from a variety of key businesses and organizations convened to discuss the future of the Greater Cheyenne Area and Laramie County. Although these conversations have occurred frequently in the past, there was a collective belief that the time has come to move beyond discussions and move into action.

That action is now the center of the following proposal. With a strong foundation of organizations representing key stakeholders in the community, we are proposing a collaborative effort to establish an actionable and measurable community and economic development strategy, including a robust plan for implementation.

### **LEADERSHIP**

This project will be led by a strong, inclusive steering committee, to review research, consider best practices, and make key decisions about the strategic direction and implementation outlined in the plan. The steering committee will be co-chaired by Laramie County Community College President Joe Schaffer and Greater Cheyenne Area Chamber of Commerce CEO Dale Steenbergen. Members of the steering committee will potentially include appointees from the following organizations:

- Cheyenne LEADS
- Visit Cheyenne (CVB)
- Downtown Development Authority
- City of Cheyenne
- Laramie County Commission
- Laramie County School District #1
- Laramie County School District #2
- Cheyenne Regional Medical Center (CRMC)
- Greater Cheyenne Chamber of Commerce
- Laramie County Community College (LCCC)

In addition, it is envisioned that the steering committee will include individuals from the business sector, as well as emerging leaders and members of the Laramie County legislative delegation.

### **SCOPE AND SEQUENCE**

This project would be guided with the aid of proven consultants in this domain and will follow a five-phase process over the time frame of approximately one year. The phases of the project include:

#### ***Phase 1: Project Start and Stakeholder Input***

The first phase begins with the assembly of the steering committee. The group will hold organizational meetings, coordinate initial visits by the consulting firm, and undertake various other tasks to include the establishment of a communication process, development of a timeline, collection of existing data and reports, and the engagement of stakeholders. Stakeholder engagement will be gathered through interviews, focus groups, surveys, and the development of communication tools, such as a project website.

### ***Phase 2: Community Assessment***

This phase would include an in-depth, evidence- and data-informed, analysis of the community's competitiveness as a place to live, work, visit, and do business. The assessment will confirm or disprove myths and establish a shared baseline of information for the remainder of the process. The ultimate goal of this phase is to go beyond the simple collection and examination of singular data by connecting the data and identifying the strategic implications from a research-based perspective.

### ***Phase 3: Economic and Workforce Profile***

Building upon the 2014 Cheyenne LEADS and LCCC Workforce and Industry Cluster analysis, this phase will first provide a deeper understanding of the local economic structure that will lead to an updated Greater Cheyenne Area economic profile. It will then shift to the examination of and insight into the nuances of the changing labor shed. A Workforce Profile will be developed to provide an in-depth understanding of the talent pipeline's strength and how the community might be able to strategically address challenges and opportunities with the labor force.

### ***Phase 4: Community Strategy and Plan Development***

The fourth phase of the project would focus on taking the results of the first three phases, crafting the community's vision, and developing the overall strategy/plan. The plan would include the development of goals, as well as objectives and tactical action steps.

### ***Phase 5: implementation Plan***

What may make this project different from past discussions and attempts at community action plans is the focus on a robust implementation plan. The outcome of Phase 4 leads to a strategy of WHAT should be done, whereas Phase 5 will lead to the development of a plan delineating HOW it should be done. It will include prioritization of activities, roles and responsibilities, fiscal and capacity considerations, and project evaluation and measurement.

## **PROJECT COST AND FUNDING**

The estimated cost of engaging a consultant to facilitate this process, combined with ancillary expenses associated with the project, is \$150,000. Project funding would come from commitments by the steering committee partners, as well as the Laramie County Economic Development Joint Powers Board.

Community Partners – \$50,000

Joint Powers Board – \$100,000 (\$50,000 in 2017 and \$50,000 in 2018).