

Economic development plan 2017

***Goal:** Create a trajectory of higher growth that increases the productivity of firms and workers and raises standard of living for all, thus achieving deep prosperity – growth that is robust, shared and enduring.*

- Business Recruitment

- Work to create 300 more acres of development ready industrial property in the city of Nampa
 - Create partnerships between property owners and NDC for development.
- Conduct 7 outbound sales and marketing trips a year
 - Active participation in Industrial Asset Management Council
 - Target one trade show per year:
 - Fancy Food Show
 - Shot Show
 - Process Expo
 - Natural Products Show
 - COREnet
 - ICSC
 - 3 Sales missions to companies and corporate site selectors in conjunction with the Boise Valley Economic Partnership per year.
 - Participate in one site selector focused event per year.
 - Site Selectors Guild
 - Women in Economic Development
- Maintain a database of available properties – buildings and land
 - Provide due diligence information on available properties, utilities infrastructure, P&Z requirements etc.
 - Maintain strong relationships with local brokers and developers.
- Align our business recruitment targets with our resources available: utilities, workforce, available land...
- Develop marketing materials for each major industry type in Nampa
 - Invest in digital marketing content – video, social media, web
- Provide professional responses in a timely manner to requests for information from businesses and site selectors.
- Coordination with the Waste Water Treatment plant for master planning how to serve industrial customers. Opportunities for creative thinking. Establishing new target recruitment industries based on opportunities with waste water
 - Industrial Waste Water users.
 - Onsite industrial waste treatment owned/managed by city

- Workforce Development

- Through business visits identify gaps in the workforce needs for employers.
- Connect resources where appropriate between employers, CWI, and Dept. of Labor

- Create strong connections between industry and education
 - Coordination with Nampa and Vallivue School Districts on industry advisor groups
 - Develop career exploration program targeted to elementary school to promote career pathways for manufacturing
 - Strong coordination with educators and employers to implement.
 - Development of kid focused marketing videos showing what is made here and the environment in which it is made.
 - Participate in planning and further development of Manufacturing Day and Manufacturing Month activities for educators, students and businesses to collaborate.
 - Exploration of a workforce development HUB as identified in the Bloomberg Application, fully develop concept, partners and funding streams.
 - Facilitate roundtable discussions with HR managers regarding workforce needs and connections to existing programs.
 - Provide support and coordination in development and marketing of apprenticeship programs.
 - Develop a LinkedIn strategy for talent recruitment for jobs available in Nampa.
 - Talent attraction efforts to include marketing on what makes Nampa a great place to live and work for 25-40 year old population.
 - Marketing strategy for available positions in Nampa to our own residence. – How do we better align our commute patterns to alleviate congestion and loss of time when we have unfilled positions in Nampa at all levels?
- **Business Retention and Expansion**
 - Continue to implement a strong business visitation program targeting 45-60 businesses per year. Visitation efforts result in a greater understanding of the opportunities, challenges and local needs of companies. Use this data to establish programs, connections and efficiencies to create a stronger business environment.
 - Active participation in the Nampa Chamber of Commerce Business Council.
 - Active participation with the BSU Small Business Accelerator including visits with resident companies to demonstrate city support for their growth.
 - Active participation in the Hispanic Business Chamber
 - Promote international opportunities with Dept. of Commerce and FTZ status.
 - **Infrastructure Development**
 - Align economic development priorities with infrastructure improvement projects.
 - Meet quarterly with engineering/public works to discuss infrastructure needs in the city and economic development efforts for collaborative approach to funding prioritization.
 - Identify additional grant or private resources to support infrastructure projects with an economic development impact.
 - **Entrepreneurial Development**
 - Continue active organization and participation in NEO

- Plan and market 4 quarterly events for networking and education in conjunction with the Small Business Accelerator.
 - Maintain and further develop the resource section of whynampa.com for entrepreneurs to connect with.
 - Enhance the resource section of www.whynampa.com to incorporate demographic data frequently requested on growth projections and community information.
- **Downtown Revitalization Efforts**
 - Continue to collaborate closely with the Downtown Coordinator and Downtown Business Association, both the BID Board and Main Street Board.
 - Provide city support to ongoing strategic planning efforts lead by the Downtown Main Street organization.
 - **Façade Programs**
 - Target the following building for façade grants/redevelopment opportunities:
 - 1221 1st Street South
 - All 2nd story windows replaced
 - Façade improvement on 13th Avenue side
 - Painting of building
 - 113 13th Avenue South
 - New store front, replace awning
 - 1215 1st Street South
 - Remove the unsympathetic façade
 - Reconstruct the original façade
 - New windows
 - Open Space Improvements:
 - Bark Park – what can be done to beautify this space. Potential for rock instead of the bark? Long term ownership opportunity?
 - Horse Mural, in disrepair and in need of maintenance. Who has ownership/responsibility for the mural?
 - Cleanliness of Downtown
 - Collaboration with the Canyon County Sherriff’s office on quarterly clean-up efforts for sweeping, cleaning downtown?
 - City Initiatives:
 - Form Based Zoning Code
 - Wall Street Improvements
 - Code Compliance
 - Graffiti Mitigation
 - Sidewalk Improvements
 - DBA Initiatives
 - Common Brand, Community Marketing
 - Special Events – 4th Fridays

- Collaboration with Farmers Market
 - Depot
 - Establish target list of businesses desire to have downtown for recruitment.

- **Place Making**
 - Develop a strategic plan for improving the overall aesthetics of the community entry corridors from the Interstate into downtown and NNU.
 - Develop a neighborhood revitalization plan for Uptown Nampa in collaboration with area residents and businesses tied to funding realities and opportunities.
 - Build a sense of community pride through social media and digital marketing efforts. WhyNAMPA? #NampaProud
 - Internal to community
 - Internal to broader Boise Valley
 - Strategically invest CDBG funding to enhance the overall quality of life of our most vulnerable residents
 - Improve the quality of our aging housing stock.

- **Build on Community Health Initiatives**
 - Active participation in Invest Health
 - Active participation in Healthy Impact Nampa Coalition
 - Identify projects within these two initiatives that are appropriate for economic development to lead and/or participate in
 - Food access, grocery/market recruitment
 - Affordable housing development
 - Access to capital for development of micro enterprises
 - Collaborative employer based alternative transportation initiatives.
 - Code enforcement and community aesthetics

- **Tourism Development**
 - Coordinate with the Tourism Committee to market and brand the City of Nampa.
 - Work closely with the Civic Center and the Idaho Center to incorporate tourism with their facilities and events. Maximize tourism dollars with attendees participating in events at the two facilities.
 - Continue to Enhance the VisitNampa.com website
 - Promote new digital media that can drive tourism such as the visitnampa app.

- **Maximization of City Assets**
 - Identify city assets not fully utilized for potential liquidation.
 - Promote opportunities for privatization of city assets that will result in the highest and best use of the property.