

BE BETTER!

BUILDING INTENTIONAL RELATIONSHIPS IN SMALLER COMMUNITIES



CHALLENGES IN SMALLER COMMUNITIES



- LIMITED STAFFING
- LIMITED RESOURCES
- BUDGET UNCERTAINTY

TAKE ADVANTAGE OF YOUR SMALLNESS!

- YOU HAVE:
 - SIMPLIFIED GOAL SETTING
 - ABILITY TO REACH MORE OF YOUR POPULATION
 - A VOTE THAT COUNTS!
 - MORE ACCESS TO GATEKEEPERS.



HOW DO WE CAPITALIZE ON FUNDING OPPORTUNITIES?

- DESIRE
- PEOPLE
- EFFORT



DESIRE

- Understand your community.
 - Where are the major transportation corridors?
 - Who are the primary employers in the region?
 - How is your local school system?
 - What is the housing situation?
 - Where is the nearest medical center?
 - What is the condition of your infrastructure?
 - What amenities does your community offer?
 - How much raw water is available in your community?

DESIRE

- ASK YOURSELF AND FELLOW BOARD/COUNCIL MEMBERS:
- What is the real vision for our community?
 - Is it to grow or remain the same?
 - Have better amenities or pay less for services?
 - Is residential a priority or commercial/industrial?
 - Primary employment versus retail opportunities?

DESIRE

TOOLS to get you started.

- SWOT Analysis
- Visioning Exercise
- Strategic Plan
- OEDIT Rural Technical Assistance Program



DESIRE

**IF YOU'RE NOT WILLING TO INVEST
IN YOURSELF, DON'T EXPECT
ANYONE ELSE TO!**



DESIRE

The key to success is to.....

Capitalize on *your* strengths, not
your neighbor's success!



PEOPLE

- Do you have the right people in the bus?
- Do you have the right driver?

Don't be afraid to reorganize, even if it initially sets you back!



PEOPLE

- One way to make improvements may include outsourcing professional help
 - Legal
 - Information Technology
 - Human Resources
 - Engineering
 - Public Works
 - Planning



PEOPLE

Ask yourself (again)... Is the board or council on the same page?

- Don't expect staff to deliver quality projects if the public perception of the board is negative. Words matter!
- Be professional always....assume you're being recorded.
- Dysfunction breeds dysfunction.

PEOPLE

Promote good candidates for board or council vacancies.

- Avoid single issue candidates
- Appoint quality members to the Planning Commission
- Make your Planning Commission the “farm team” for your Town Board



EFFORT

Be willing to step outside your typical approach

EFFORT

Solicit and engage industry professionals, even when it's inconvenient to you.

If you're an elected official, introduce them to the appropriate staff member who can guide them through the process.

Caution: Do not make commitments and don't violate the quasi-judicial process.

EFFORT

Offer to be the facilitator

- Select a neutral meeting location
- Utilize a staff member to act as the facilitator



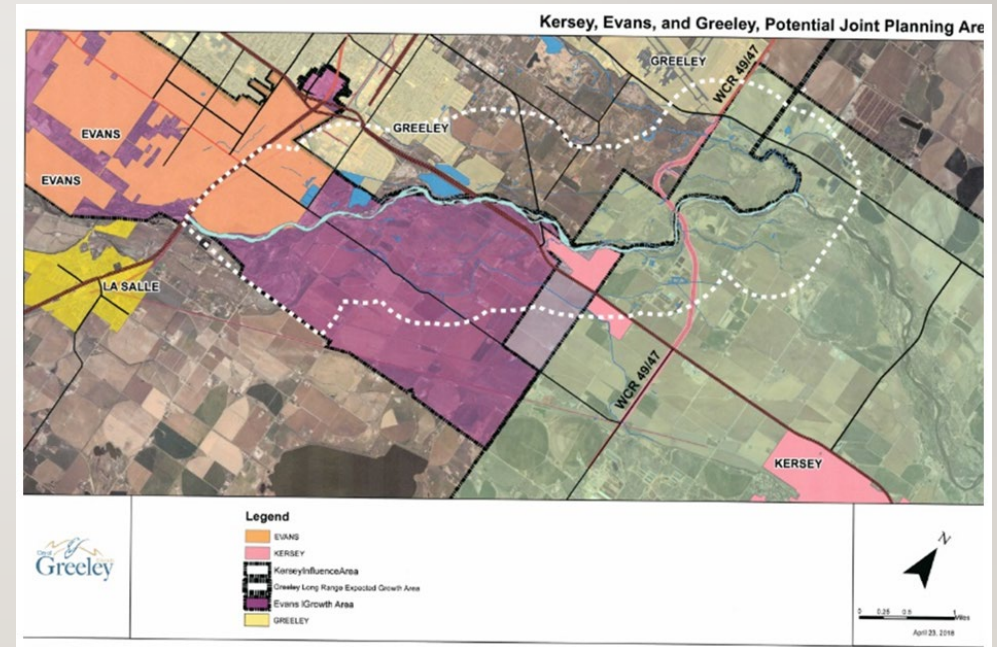
It's all about helping groups connect for a common good!

WORKING WITH OTHER GOVERNMENTS

- How is your relationship with your county?
 - If you're a smaller community, the county is likely better funded, has more staff, more facilities, and more equipment. The same may hold true for your fire, school, and library districts.
- Do you have a cooperative planning agreement in place?
- Are you set up to receive automatic referrals?
- Should you be working together on projects of mutual interest?

WORKING WITH OTHER GOVERNMENTS

- Have you considered engaging other governments in creating joint planning areas?
- Don't underestimate the power of your logo!



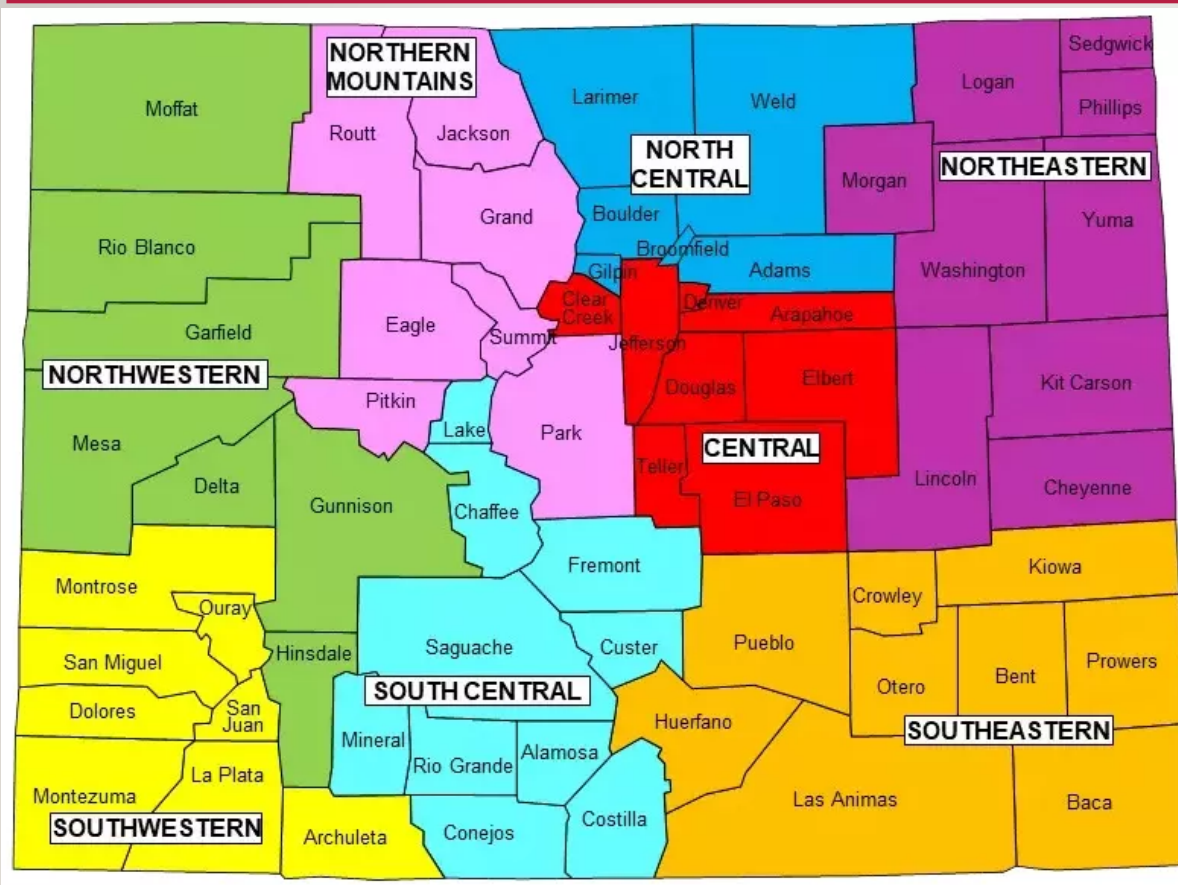
WORKING WITH OTHER GOVERNMENTS

Have you spent time developing a relationship with your regional DOLA representative?



COLORADO
Department of Local Affairs

WORKING WITH OTHER GOVERNMENTS



Central Regional Manager, Todd Leopold
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WORKING WITH ECONOMIC DEVELOPMENT ORGANIZATIONS

- What is your relationship with your regional economic development organization?
- Do you have a county led economic development organization?
- How effective is your Chamber of Commerce?



SECED



WORKING WITH OTHER GOVERNMENTS

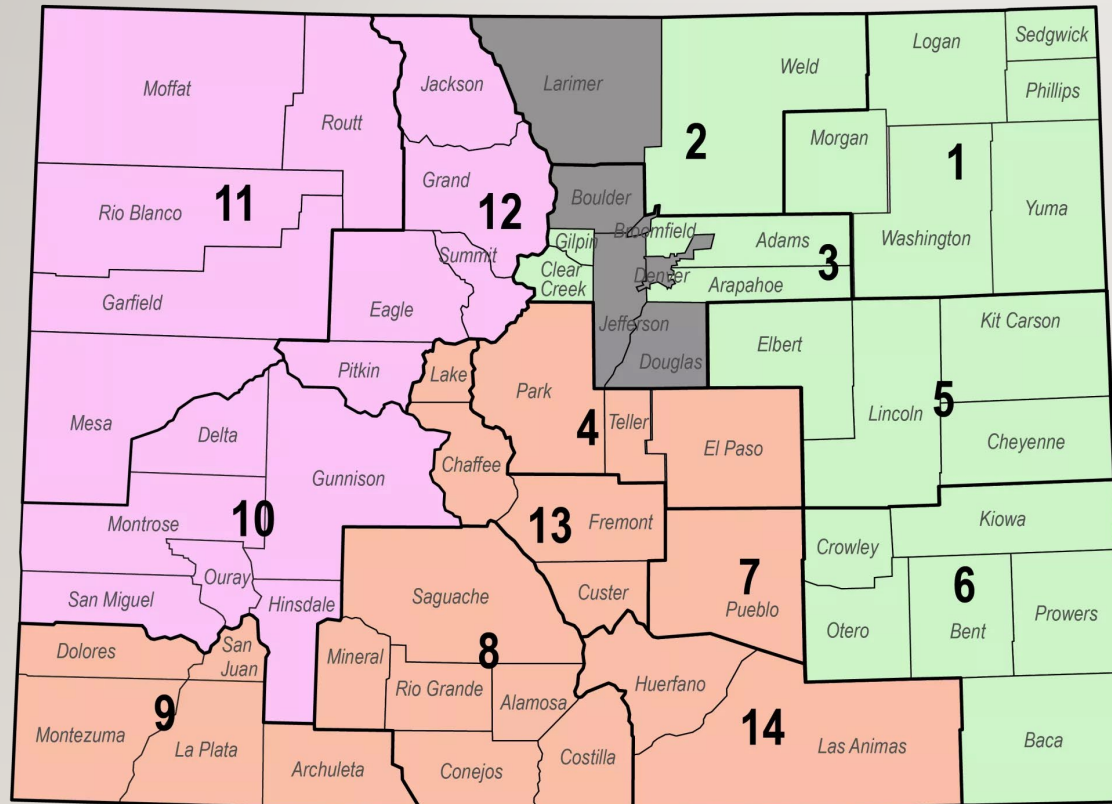
Don't be hesitant to reach out to your OEDIT Rural Opportunity Representative?



COLORADO

Office of Economic Development
& International Trade

WORKING WITH OTHER GOVERNMENTS



Eastern Rural Rep, Senior Program Manager

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Western Rural Rep

Keely Ellis

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South Rural Rep

Wendy Stewart Martinez

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PUBLIC PRIVATE PARTNERSHIPS

Think about what industries are active in your area and ask.....

Is there a way to mutually benefit one another?

Can you find or trade assets or facilities to benefit everyone?



PUBLIC PRIVATE PARTNERSHIPS

Is it in your communities best interests to purchase or annex unlikely sites?




Authority = Control



PLANNING FOR YOUR FUTURE

- How dated is your comprehensive plan?
- Is your land use code still relevant?
- Have you developed a capital improvement plan?
- Do you have critical master planning done or is this even on your radar?



ALWAYS REMEMBER TO PLAN AHEAD

RESOURCES

- DOLA/OEDIT Technical Assistance
- DOLA Energy and Mineral Impact Assistance Grants
- DOLA Rural Economic Development Initiative (REDI)
- OEDIT Rural Technical Assistance Program
- OEDIT Location Neutral Employment (LONE) Community Marketing Grant
- Opportunity/Enterprise/Rural Jump Start Zones
- Community Development Block Grant - Planning and Feasibility Studies

QUESTIONS?

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THANK YOU FOR ATTENDING

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