

# ECONOMIC VITALITY ROADMAP PART 3 OF 3

## Dallas, Oregon



NOVEMBER 29, 2016

# WHAT'S HAPPENING?



# 1. WHERE HAVE WE BEEN?

6

*Focus  
Groups*

3

*Community  
Meetings*

*2 Survey*

*and MORE!*

- *Over 150  
people!*

# YOUR PRIORITIES FOR TAKING ACTION

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1. Downtown Property Development

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2. Small Business Development

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3. Community Marketing, PR, and Image

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4. Local Business Support

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5. Young Professional Development

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6. Workforce and Education

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7. Targeted Business/Retail Development

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8. Infrastructure Improvements

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... What's Next?



# **ACTION TAKING ROOT!**

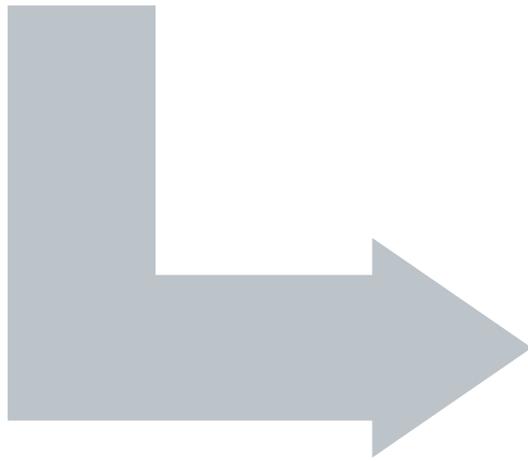
## **Three Working Groups Formed:**

- **Downtown Property Development**
- **Small Business Development**
- **Community Marketing, PR, and Image**

## **Develop and Prioritize 90-Day Projects**

- **GOAL: START SMALL – BUILD ON SUCCESS!**

# Where Are We Now?



Moving to  
Action and  
Implementing

# MOVING FORWARD... KEYS TO SUCCESS

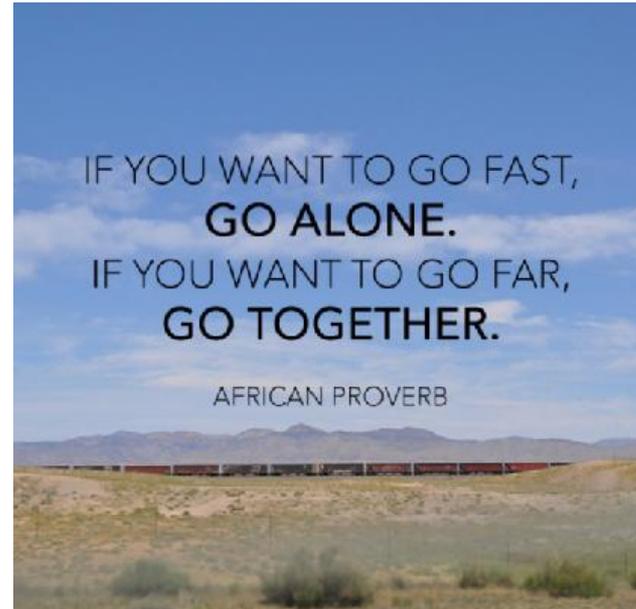
This is YOUR work and YOUR vision

Ownership is community-wide

- No single organization or individual “owns” this work

Results oriented

Bring in others!



# ACTION TEAM UPDATES

# MOVING TO ACTION

# ACTION TEAMS: KEY ACTIVITIES

Plan/organize the work

Make some decisions, get input on others from the Leadership / Backbone Team

Complete tasks/get the work done!

Report on a regular basis—success, problems, changes

Keep everyone in your action team involved

Keep an eye on / help out other action teams

# AS AN ACTION TEAM VOLUNTEER, YOU WILL...

Show up & Participate!

Collaborate on the work

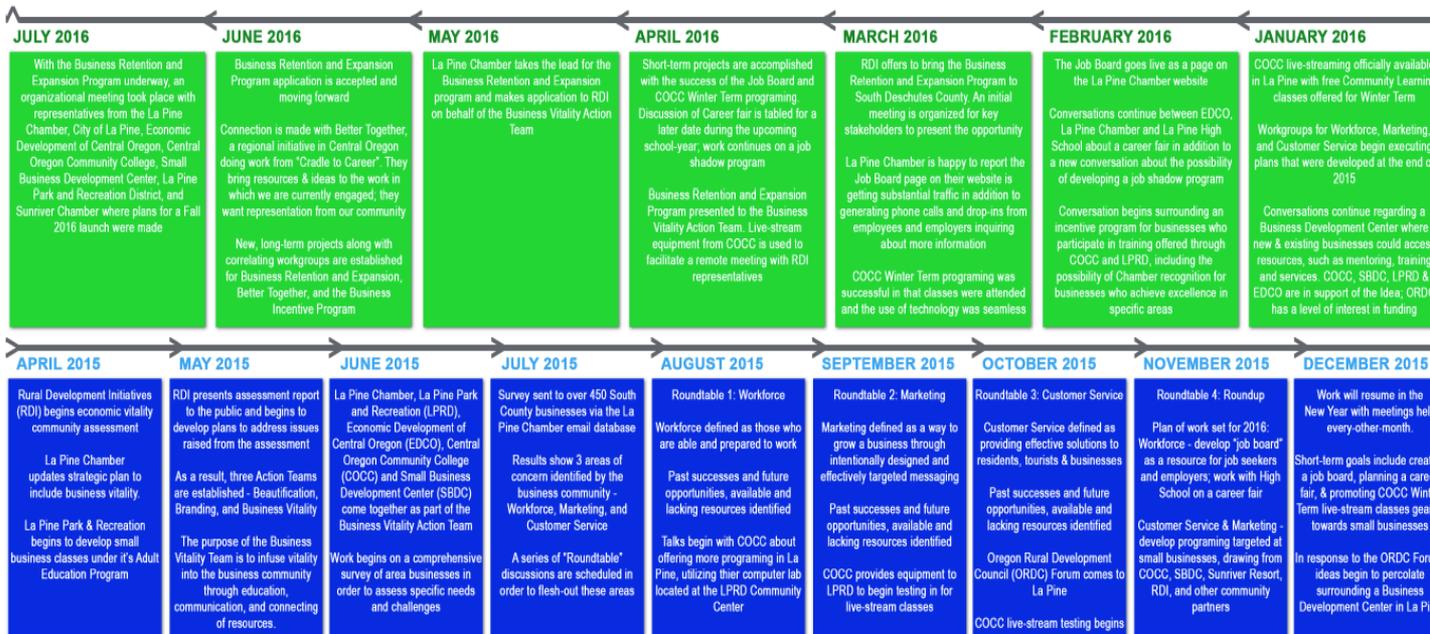
Stay informed to share info and encourage others in La Pine to get involved

Be a positive spokesperson

# SAMPLE WORKPLAN

## La Pine Business Vitality Timeline

**MOVING FORWARD 2016 & 2017**



# STEP 1



Review the existing action plan and goal for ‘soundness’



Write tasks on post its and place on wall chart/timeline



What’s missing?

# STEP 2

Individually, using post-it notes and markers or pens, write the **KEY** actions or steps that need to be taken during each month of the 90-120 period

Feel free to group yours near other ones of a similar nature

As a group, look at the timing and flow of activities and check for 'reasonableness'

Revisit: what do you want to achieve at end of this time frame?

# STEP 3

As a group, discuss, identify and write on wall chart:

**WHO** needs to be involved in this project for it to be a success? (organizations, people, etc.)

**WHAT** resources (people, materials, \$, etc) are needed to accomplish this?

## **STEP 4**

**REPORT  
OUT**

**Take New  
Ideas**

# ORGANIZING FOR RESULTS

ACTION TEAMS  
BACKBONE TEAM

### **3. WHERE ARE WE GOING?**

#### **Action Teams**

- **Choosing your leaders**

#### **Backbone Team**

- **Staying Connected**
- **Keeping Big Picture in Mind**

# ACTION TEAM AGREEMENTS

1. Who are your leaders?

*Convener, outreach/communications*

2. How will you communicate within your team and who will take that responsibility?

3. When and where will you meet again?

4. What will you do at that meeting?

# ROADMAP BACKBONE TEAM

## Coordinating group includes:

- **Co-leaders**
- **Convener/outreach leader of each action team**

# BACKBONE TEAM: KEY ACTIVITIES

Provides overall direction, connection and leadership to the action teams

Ensure good communication; monitor and report progress

Provide a central point of contact and focus for stakeholders and action teams

Hold and share the big picture of Roadmap process and volunteer effort

Serve as spokespeople/ambassadors

Help evaluate options for a sustainable organization long term

# NEXT MEETINGS

January

February