

RURAL PLACEMAKING INNOVATION CHALLENGE



"Rise Our Region"

WHY? BECAUSE WE CARE

Pierce County is a special place. We're progressive, yet we are focused on families. As we grow, countless organizations together with resident advocates are striving to make the communities within our borders stronger for future generations.



HOW? MINDSET SHIFT

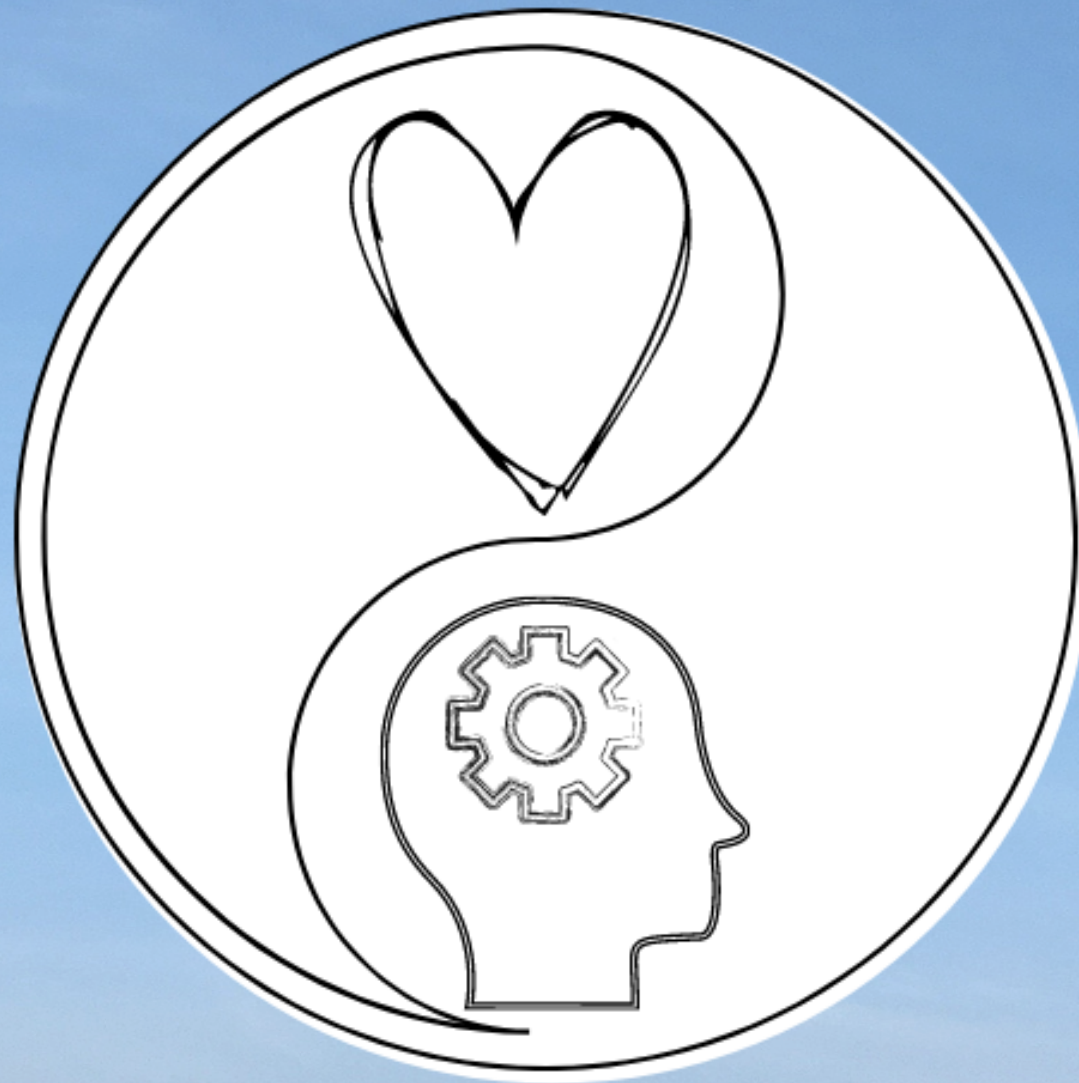
As a Community of Leaders and Entrepreneurs, we will listen to the voices of our residents and pave the way for future generations. We will deliver on what they are asking for to make their small town a way of life that's healthy and rewarding.

HOW?

BALANCING THE PROCESS

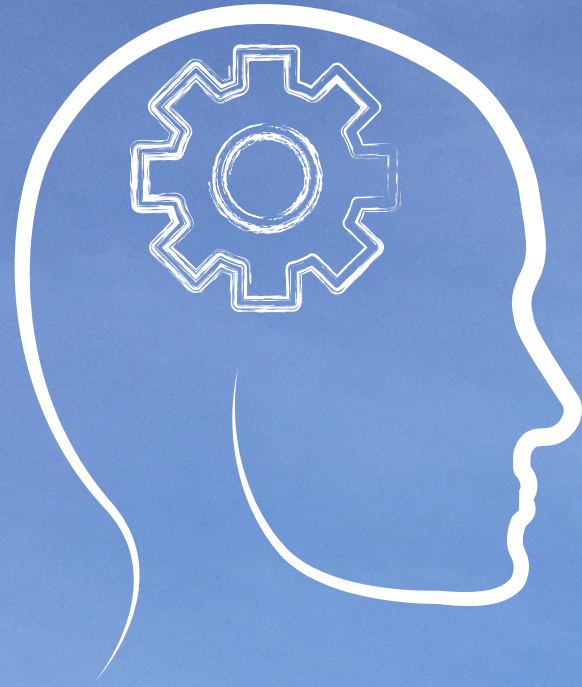
QUALITATIVE DATA

- Individual Interviews
- Focus Group Conversations
- Community Survey



QUANTITATIVE DATA

- Land Use Inventory
- Population Growth Patterns
- Economic Trends



What's Been Accomplished

- Completed on-site land use inventory, documenting: use, condition, and status of every property in the Pierce zoning jurisdiction.
- Completed baseline assessment of all streets and sidewalks in the city limits of Pierce.
- Collected economic and demographic data that will provide clues to the potential future growth and community needs.



What's Been Accomplished

In 2020 (first half of the ECAP Process), the preliminary priorities identified were :

- Culture of Change
- Leadership
- Digitally Connected
- Entrepreneurial Support Systems
- Infrastructure



What's Been Accomplished

- Pierce completed the ECAP process in January 2021
- Participants were tasked with expanding on each of the Focus Priorities:
 - What success would look like in 3-5 years?
 - What would change for the community, residents, guests?
 - What community values does this uphold or embrace?
- Goal Statements were created for each of the priorities identified



What's Been Accomplished

Community ECAP Goal: CULTURE OF CHANGE Statement

We value individuals that are open-minded and embrace new ideas, both long-time and new residents.





What Success Looks Like

Community ECAP Goal: CULTURE OF CHANGE

- Community more open-minded to change
- Schools will be growing, increase housing and traffic through town
- More welcoming to non-alumni
- More volunteers – more ideas – possibly better ideas
- Pierce is a progressive community with GRIT
- Has a plan that is continuous.
- Job opportunities are increasing, use of technology to advertise what Pierce has to offer



What's Been Accomplished

Community ECAP Goal: LEADERSHIP Statement

We value and encourage the leadership of young and old alike to establish and strengthen our sense of place. We value open communication between city government, business leaders, and community members, recognizing that working together provides motivation for our Community's progress.





What Success Looks Like

Community ECAP Goal: LEADERSHIP

- Younger leaders are identified and courage to get involved in elected positions/offices
- Communications are strengthened, and everyone is on the same page
- Future brings a free exchange of ideas
- People get involved
- Fun to work and live here
- FBLA is offered in the school
- Competition is healthy – allows growth & betterment



What's Been Accomplished

LEADERSHIP: VISION STATEMENT

Pierce is a community of choice. We strive to promote and improve the quality of life for our citizens and grow our Community and local businesses.

We are building for the future while preserving our small-town values and culture.



What's Been Accomplished

Community ECAP Goal: DIGITALLY CONNECTED Statement

We value a strong digitally connected community that includes business people, city and county government, volunteers, and community members. Both city and rural, working together to provide easy and affordable access to the most up-to-date technology.





What Success Looks Like

Community ECAP Goal: DIGITALLY CONNECTED

- Expanded website technology use – city has interactive, business have own websites
- Infrastructure allows for better communication, easy access, better Internet to rural places
- Pierce is technology-connected – communication, awareness and engaged alumni to Pierce
- Creates a Sense of Connection – conveys the vision of the community
- We have a community-wide emergency notification system



What's Been Accomplished

Community ECAP Goal: ENTREPRENEURIAL SUPPORT Statement

We value a progressive and healthy community that promotes entrepreneurial spirit by creating quality of life, pride in our community, and support of education and financial resources.





What Success Looks Like

Community ECAP Goal: ENTREPRENEURIAL SUPPORT

- There is an Internship Program /High School Academy
 - FBLA program, leadership classes, youth supports
- There are new businesses
 - Increase access, tax breaks, community supports
- LB840 passed for business supports
- Guests are spending more dollars in the community, getting word of mouth marketing
- Residents are have an increased sense of place, more per capita income
- Pierce is progressive, improved quality of life, proud of work, migration of alumni back to Pierce.



What's Been Accomplished

ENTREPRENEURIAL SUPPORT: PROPOSED LB840

- Committee Members – Darin Zuhlke, Taylor Oltjenbruns, Josh Sirek, Mandi Jablonski, Randee Falter, Will Fogle, Blaine Bockelman, Susan Norris, and Chad Anderson
- The LB 840 Committee has met five times since June.
- The Committee is proposing an extra ½ cent sales tax to be used for LB 840 purposes.
- Currently, the City has a 1% sales tax used for general operating expenses.
- Based upon the existing 1% sales tax revenue average from the past five years, it is estimated that an additional .5 cent sales tax would generate around \$110,000 per year.
- The proposed extra ½ cent sales tax and economic development plan is proposed to have a sunset of 15 years.
- The Plan will be finalized at the Committee's next meeting – January 12. The Committee will present the plan and the LB 840 concept to the Pierce City Council on February 7.
- The goal is to have the two questions (the E.D. Plan and the extra sales tax) on the general election ballot in November 2022.



What's Been Accomplished

ENTREPRENEURIAL SUPPORT: PROPOSED LB840

The LB 840 Purpose and goals:

- retain existing jobs by focusing on succession of businesses;
- doing what is necessary to keep our downtown vital;
- advance and assist with educational programs which promote youth entrepreneurship in order to encourage homegrown business start-up;
- assist with existing business expansion; to create jobs/generate employment opportunities
- increase households in the City of Pierce;
- broaden the tax base, to attract new capital investment to the community and establish stability and vitality for the community of Pierce and the surrounding area.



What's Been Accomplished

ENTREPRENEURIAL SUPPORT: PROPOSED FRESH FOOD MARKET

A fresh food market was identified as a proposed project to explore.

Members of the Fresh Food Committee: Josh Sirek, Krista Bailey, Darin Zuhlke, Mandi Jablonski, Josh Gossman, Kim Fogle, Chad Anderson

The members met in July 2021 with Charlotte Najares (UNL Food Cooperatives) to discuss food model options.

In November 2021 the group decided to meet once a month for 15-20 minutes during Pierce Chamber meetings to further develop a plan for a fresh food market.



What's Been Accomplished

Community ECAP Goal: INFRASTRUCTURE Statement

We value a healthy and vibrant community and business climate with a safe and reliable utility system that meets the needs of all involved. We will meet these needs for customers presently and for future expansion with minimal interruption of service. We will provide these services at a cost that is beneficial for all involved.





What Success Looks Like

Community ECAP Goal: INFRASTRUCTURE

- Public Utilities are available in new housing area west of town.
- Downtown revitalization continues on main street
- The drainage study opens up new housing areas
- There is a new trail system from town to Willow Creek
- Tax incentives for developers to build newsubdivisions/housing or assisted living facilities
- LB840 revolving loan funds to support housing and business
- Pierce county transport is available
- Pierce has a 1st time homebuyers program
- Enforcement of zoning regulations



What's Been Accomplished

Community ECAP Goal: INFRASTRUCTURE

- A \$500,000 NAHTF housing grant was awarded to the City in September 2021 to be used for rental units.
- ECAP data and open-ended comments in the housing section were used to support the grant application.
- PCED county-wide housing study was also used to support the grant application.
- PCED contributed a \$100,000 match toward the project to demonstrate local collaboration.

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What's Been Accomplished

Community ECAP Goal: INFRASTRUCTURE /SPLASH PAD PROJECT

- Committee has met twice since August. The next meeting scheduled for December.
- Members: Jodi Beacom, Will Fogle, Crys Bauermeister, Samantha Wolfe, Kelsi Krienert, Brett Suckstorf, & Chad Anderson
- Committee is considering renaming themselves the Chilvers Park Improvements Committee.
- Recommending Chilvers Park, north of the courthouse as the best place for a new splash pad in Pierce.
- Committee is also considering renovating the basketball court as part of this project.
- Contacted two splash pad vendors – Crouch Recreation and Outdoor Recreation Products.
- Committee selected key features that they like that could be included within a new splash pad.
- Vendors advised a budget starting point at \$150,000 for this project.
- The goal would be to have half of the money for the project raised by September 2022 in order to apply for the Game & Parks Land and Water Conservation Fund.
- If the grant is awarded, the plan would be to do construction in 2023.

QUESTIONS?

TO KEEP CONSIDERING

What is Pierce's Identity?

What should be the long-term vision for Pierce?

What are the priorities for Pierce?

What can be accomplished in the near term, what are the larger goals?

ENTREPRENEURIAL COLLABORATION

SMART PLANNING

Acting on recommendations in the Comprehensive Plan based on the proposed Future Land Use Map.

RURAL PLACEMAKING

Implementing ongoing projects between the Pierce City Council and local citizen-led groups.

Emphasis in these areas: resident retention, sustainable and affordable housing, and economic development.



PIERCE COUNTY Community Stakeholders & Advocates

Susan Norris, PCED, Project Sponsor

Lowell Schroeder, FIVE RULE-Lead Planner

Marilyn Schlake, ECAP Lead Facilitator