

Sherman County Community Development

2026 Strategic Plan

Mission Statement

The mission of SCCD is to promote new business opportunities, actively support current businesses, and develop Sherman County as a destination for visitors, economic growth, and prosperity.

Background

2023 Plan mostly achieved

Established presence

Stable budgets

Local business support growth

5-year growth objectives underway

Work to do

Goals very lofty

Initiatives need follow through

Engage local stakeholders

Leverage all funding opportunities

SCCD Long Term Goals and Smart Objectives

Economic Development

- Increase businesses within Sherman County
- Increase Labor Force and resources for business

Business Enrichment

- Business Enrichment website and newsletter
- Business Community mixer

Tourism

- Quarterly Events
- Community Image
- Welcome Center/Van Gogh

2026 Strategic Plan Summary

Leaders and Dollars

Community Image

Labor

Untapped Opportunities

Leaders and Dollars

Goal 1 – Develop a community leadership program

- **Action Steps**
 - Partner with Dane G Hansen
 - Begin with a small pilot program

Goal 2 – Engaging Financial Leaders

- **Action Steps**
 - Meet on a periodic basis with 4 banks (local)
 - Identify key people as
 - Project Developers
 - Project Coordinators
 - Project Funders
 - Communicating with other financial professionals about tools that they could use

Goal 3 – What's Your Best Goodland?

- **Action Steps**
 - Social Media Campaign
 - Hear the voice of the community to develop future projects

Community Image

Goal 1 –Countywide Beautification Project

- **Action Steps**
 - Murals
 - Easels
 - Community Entrances
 - Yard of month program (example) – Getting Pride Back

Goal 2 – Find ways to incentivize housing on current lots

- **Action Steps**
 - Remodel / Rehab / New
 - Coordinate services to clean up homes
 - Explore possibilities for contractors to volunteer time/services

Goal 3 – Sidewalk Project

- **Action Steps**
 - Work with Planning Commission
 - Partner with Topside Trail

Labor

Goal 1 – Attract new talent to the community

- Action Steps
 - Work with SCCF on Welcome Home grants
 - Maintain connections with building owners/landlords

Goal 2 – Retain FHTNW Graduates

- Action Steps
 - Meet with Career Placement at Tech Northwest / Tech North Central
Find ways SCCD can help keep some people local.

Goal 3 – Work with current businesses

- Action Steps
 - Help as bridge between FHTNW and local businesses
 - Establish Mentor Group for different professions – different expertise to help new folks succeed

Untapped Opportunities

Goal 1 – Explore Main Street Community Status

- **Action Steps**
 - Begin work to understand scope
 - Categorize pros/cons
 - Identify funding opportunities

Goal 2 – Leverage Rural Opportunity Zone benefits

- **Action Steps**
 - Publicize benefits to individuals and businesses

Goal 3 – Build on Economic Development Successes

- **Action Steps**
 - Continue to foster new business in Sherman County.
 - Collaborate with private and public funders
 - Support business expansion