

City of Bayard



Strategic Plan for Community Development

As adopted by the Bayard City Council June 12, 2018

Executive Summary

Beginning in 2015, the City leadership acknowledged the importance of laying the foundation of planning in order to propel the development of the community. This was done in several venues, pulling in assistance and input from a diverse variety of community members. Through participation of City committees – Community Redevelopment Authority, Planning Commission – open public invitation meetings, and elementary student input, several key planning documents were updated and created.

Facilitation of a community meeting held at Chimney Rock Golf Course was provided by the Panhandle Area Development District. A staff member of the Nebraska Department of Economic Development facilitated an additional meeting held at a downtown business location which also included an open invitation to the public. Through our partnership with the school system, our City Clerk presented information on City government structure and programs and was able to ask students to help identify things they felt needed to be available and provided by the City for both their benefit and their family's benefit.

This Strategic Plan is the culmination of the information gleaned from each of those meetings. The format places the areas in the most closely-related ideations. The connection in the “big picture” is evident where there is duplication or overlap between goals. Additional community sessions will take place in an effort to keep the planning relevant and organic as new opportunities present themselves and as the community climate changes. Timelines and budget considerations will be detailed and adjusted through these future meetings.

Goals

Coordinate efforts of the community through various committees and organizations for the united purpose of improving the vitality of Bayard for its present and future residents.

Provide avenues for community engagement for continued participation in assessing the needs of the community for the direction of leadership.

Restore the liveliness of Bayard through business retention and attraction, transformation of structures and preservation of home and place.

Provide sustainable progress through leadership and commitment of resources to the plan.

Objectives

1. Improve housing options in town.
2. Build Tourism traffic to increase external dollar infusion to Bayard's economy
3. Create a downtown that is occupied, attractive, and vibrant.
4. Nurture Quality of Place through social activities that appeal to both long-term residents/families and potential new ones to build stronger sense of community.
5. Upgrade exiting City-owned and maintained facilities for increased availability and usage

Objective 1 – Improve housing options in town.

Strategy – Increase construction of new homes

Tactics:

1. Provide affordable housing in the form of single-family homes, transitional housing for seniors, and rental property options.
2. Develop multi-family rental options
3. Develop lots at golf course for construction

Strategy – Support rehabilitation of distressed existing housing

Tactics:

1. Ask Habitat for Humanity to rehab/build homes
2. Convert second-story of downtown buildings into apartments
3. Develop incentive program for owners of older homes to bring current homes into compliance with new electric/plumbing codes and overall rehabilitation

Strategy -Provide mechanism for continual offerings of new housing options

Tactics:

1. Attract private investors/developers
2. Apply for HUD and USDA grants and encourage investment

Objective 2– Build tourism traffic to increase external dollar infusion to Bayard’s economy

Strategy – Engage current retail establishments in participation of tourism efforts

Tactics:

1. Extend hours to accommodate seasonal traveler in the summer
2. Accept credit cards as forms of payment

Strategy - Develop marketing plan to highlight offerings to travelers, making a stronger “ownership” connection between Chimney Rock and Bayard

Tactics:

1. Highway signs to downtown businesses and attractions (include the swimming pool, museum, golf course)
2. Develop a strategy for expanding the Pioneer Crossing near Chimney Rock and connect it to other Bayard attractions
3. Add more “pioneer” tourist activities: wagon train treks, etc.
4. Connect/collaborate with the Chimney Rock Visitor Center to direct tourists to Bayard (place flyers at center, etc.)
5. More marketing of existing activities on City website, add new ones, elaborate on what the museum has to offer (there is presently no info)

Strategy - Provide traveler/tourist lodging options

Tactics:

1. Develop plan to identify investors/developers for motel in the area
2. Redevelop downtown second stories into apartments/rentals for visitors
3. Create Bed and Breakfasts
4. Develop nice campground with RV hookups

Strategy – Grow Recreational Opportunities

Tactics:

1. Promote Golf Course
2. Give Tourists the “Pioneer Experience”
 - a. Add more “Pioneer Flavor” to Pioneer Days
 - b. Oregon Trail Wagon Train-type business
 - c. Geocache events
3. Offer concerts (“local flavor”, etc.)

Objective 3 – Create a downtown that is occupied, attractive, and vibrant.

Strategy – Revitalize business district to update visual impact.

Tactics:

1. Develop a plan to address building vacancy and conditions in the business district.
 - a. Identify property owners of Main Street buildings
 - b. Initiate communication to educate owners on the property maintenance code to encourage compliance in cleaning up/repairing existing locations
 - c. Remove buildings that are hazardous and beyond repair, whether working with property owners or acquiring title for the City
2. Engage community development agencies to secure funding for downtown improvements.
3. Support rehabilitation of downtown buildings and spaces so that retail/office/service spaces can locate affordably in the Main Street area.
 - a. Involve property owners regarding their vacant/underutilized buildings
 - b. Provide locations for new businesses (refurbish existing buildings? – USDA grants)
 - c. Demolish/revitalize blighted and/or unsafe structures

Strategy – Establish a growing downtown enterprise area through business expansion and creation.

Tactics:

1. Conduct regular community engagement/input sessions to remain aware of community interests and needs for business.
2. Engage community development agencies to work with Council on business attraction.
 - a. Create implementation plan.
 - b. Initiate efforts to attract new retail for Main Street.
3. Create an attraction program to encourage young professionals, especially former local students, to locate to the community and start their business in Bayard.
 - a. Offer affordable office/retail space
 - b. Offer fast internet/broadband
 - c. Contact USDA for grant/loans for business – Rural Business Development Grants
 - d. Make community more attractive to young people by offering more cultural events (movies, concerts) retail, entertainment
4. Attract startup businesses (USDA, WNCC – grants for business incubators, resources for new business)
5. Attract Industry to locate to the area and create job opportunities.
 - a. Assess and clean up (if needed) sugar beet factory (NDEQ and EPA grants)
 - b. Engage Western Sugar
6. Use incentives like TIF And LB840 as much as possible and as appropriate to attract new Business/industry to Bayard
7. Market Bayard more effectively
 - a. Engage development organizations to actively solicit opportunities

- b. Conduct market analysis
- c. Advertise rail and highway access for industry

Strategy – Sustain existing business through retention and expansion efforts

Tactics:

1. Create ways to encourage local support of existing businesses
2. Develop a “Business Coalition” or group to:
 - a. Communication to keep local businesses informed
 - b. Identify expansion opportunities within local businesses
 - c. Build relationships with business owners
 - d. Strengthen relationships with community partners (schools, city, businesses, etc.)
3. Help to advertise and highlight the great businesses that are here
4. Community and Leadership seem disconnected (work on communication)

Objective 4 –Nurture Quality of Place through social activities that appeal to both long-term residents/families and potential new ones to build stronger sense of community.

Strategy - Increase opportunities for social activities for Bayard residents

Tactics:

1. Create indoor/outdoor community gathering spaces
 - a. Implement existing parks plan to ensure upkeep, maintenance and improvement of park spaces and equipment
 - b. Dedicate staff time as part of Parks and Recreation responsibilities
 - c. Coordinate administration of youth organizations to assist in volunteer retention
 - d. Create flexible use of existing green space within the City that is under-utilized
2. Regular community events at the parks (movies/kids activities)
3. Use indoor/outdoor to encourage seasonal activity in the downtown area or close to it.
 - a. Create chat corners along Main Street (seating with plants/greenery in the spring/summer/fall)
 - b. Community potlucks
 - c. Concerts
 - d. Farmer’s market
4. Use school facilities for concerts, indoor farmer’s markets, flea markets, etc.
5. Create community garden
6. Gather community input to identify additional activities that appeal to various age groups to be offered in the parks

Strategy – Improved physical activity leading to better overall health

Tactics:

1. Construct running/walking paths that connect high foot-traffic areas of the community
 - a. Contact NE Game and Parks regarding grants for trails
 - b. Engage Recreation and Health Committee for planning and funding identification
 - c. Engage land owners
 - d. Use sweat equity
2. Work to make other areas in town “pedestrian-friendly” with sidewalk repair and placement in areas where they do not already exist.
3. Develop exercise paths with several exercise stations
4. Offer physical activity programs for seniors and youth
 - a. Yoga
 - b. Aerobics
 - c. Water aerobics in pool
 - d. Gymnastics
 - e. Walking

Strategy – Offer experiential activities/classes for all age groups

Tactics:

1. Continuing education opportunities such as computer classes, technical trade skills, writing
2. Seniors share skills with youths and others (play instruments, knit, crochet, sew, cook, woodworking, etc.)
3. Develop personal interest activities to pursue a hobby or encourage a new hobby
 - a. Start a bridge circle or other card games for seniors
 - b. Computer, pottery, dance, photography, etc.

Strategy – Establish community center

Tactics:

1. Identify multiple uses for facility to benefit several sectors of the community
 - a. Library
 - b. Senior Center
 - c. Community meeting rooms
 - d. Indoor banquets, receptions, festivals, shows
2. Identify funding streams
 - a. CCCFF Grant fund
 - b. USDA
 - c. Library Commission
 - d. Private donors

Strategy – Reinvigorate sense of community

Tactics:

1. Create a marketing/branding plan to emphasize historical significance of Chimney Rock and the surrounding area.
2. Develop plan of welcoming newcomers to the community, whether a new resident or business.
3. Develop communication plan with the schools to increase community awareness of both entities.
4. Develop a plan to engage citizens in community enhancement and assist with issues addressed above
5. Establish young adult leadership group

Objective 5 – Upgrade exiting City-owned and maintained facilities for increased availability and usage

Strategy – Invest in construction to update, improve and maintain new and existing infrastructure of City to include streets, water, electrical, parks and buildings.

Tactics:

1. Need for public restrooms
 - a. Library, pool or old police station on West 5th
 - b. Build new rest area
2. Pool/Parks
 - a. New or rehabilitate existing pool
 - b. Splash Pad
 - c. Ponds, fountains, etc. in parks or downtown
 - d. Beautify parks with flowers
3. Streets
 - a. Better maintenance (have a plan)
 - b. Extend streets and utilities
4. Improve Genoways Hall to rent for community and family events