

Oscoda Township Economic Development Strategy- Implementation Plan

STATUS COLOR LEGEND & TOGGLE

Not Started ON	In Progress ON	Delayed ON	Complete ON
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OBJECTIVE	LOCAL GOAL(S)	REGIONAL GOAL(S)	STATUS	OWNER	ANTICIPATED		ACTUAL		Success Measurement
					START DATE	END DATE	START DATE	END DATE	
1. Create Inventory of Available Property	4, 6	3, 4	In Progress	Economic Improvement Director		3/31/2020	12/1/2019		Inventory created and posted online
1.A. Identify Properties Currently for Sale	4, 6	3, 4	Complete	Economic Improvement Director			12/1/2019		
1.B. Gather Data from Realtors on Available Property	4, 6	3, 4	Complete	Economic Improvement Director			12/1/2019		
1.C. Create Custom PDF Fact Sheets/Packets on Each Property	4, 6	3, 4	Complete	Economic Improvement Director			12/1/2019		
1.D. Post on Township Website	4, 6	3, 4	Complete	Economic Improvement Director					
1.E. Identify Vacant Parcels Zoned Commercial, Industrial	4, 6	3, 4	Complete	Economic Improvement Director			12/1/2019		
1.F. Contact Owners to Determine Interest/Price	4, 6	3, 4	In Progress	Economic Improvement Director					
1.G. Create & Populate Property Database	4,6	3,4	In Progress	Economic Improvement Director			12/30/2019		
2. Launch Initiative	4, 5, 6	1, 8	Complete	Superintendent + Airport Manager		2/1/2020			Oscoda chosen as Michigan Representative
2.A. Work with Michigan Association of Aeronautics Manufacturers (MAMA) on site location package for Wurtsmith	4, 5, 6	1, 8	Complete	Superintendent + Airport Manager					
2.B. Market the Site to Potential Commercial Space Port Businesses	4, 5, 6	1, 8	Complete	Superintendent + Airport Manager					
3. Facilitate the Creation of More Rental Housing	2, 4	1, 9	In Progress	Economic Improvement Director		12/31/2021	12/15/2019		36 new units created
3.A. Using Inventory in Objective 1, create general marketing material and mailers to potential developers and MCP focusing on opportunities in Oscoda	2, 4	1, 9	Complete	Economic Improvement Director		2/28/2020	12/15/2019		

3.B. Using Inventory in Objective 1, create custom packages for potential developers focusing on rental (rent rates, construction costs, potential incentives)	2, 4	1, 9	In Progress	Economic Improvement Director		5/1/2019	12/15/2019		
3.C. Work with local Realtors and Property Owners to create a Request for Qualifications (RFQ) aimed at potential developers with scoring to determine "what a good developer is"	2, 4	1, 9	Not Started	Economic Improvement Director		5/1/2019			
3.D. Market RFQ to local builders and statewide developers	2, 4	1, 9	In Progress	Economic Improvement Director					
3.E. Evaluate RFQ Responses	2, 4	1, 9	Not Started	Economic Improvement Director					
3.F. Select Developer	2, 4	1, 9	Not Started	Economic Improvement Director					
4. Facilitate the Creation of More Single Family Housing	2, 4	1, 9	Not Started	Economic Improvement Director		12/31/2025			24 new single family units created
4.A. Using Inventory in Objective 1, create custom packages for potential developers focusing on rental (rent rates, construction costs, potential incentives)	2, 4	1, 9	Not Started	Economic Improvement Director					
4.B. Work with local Realtors and Property Owners to create a Request for Qualifications (RFQ) aimed at potential developers with scoring to determine "what a good developer is"	2, 4	1, 9	Not Started	Economic Improvement Director					
4.C. Market RFQ to local builders and statewide developers	2, 4	1, 9	In Progress	Economic Improvement Director					
5. Adopt Form-Based Code	1, 2, 6	1, 7	Complete	Economic Improvement Director		6/1/2020		12/15/2019	Form-Based Code adopted
5.A. Work with Beckett Raeder to finalize draft form-based code for downtown	1, 2, 6	1, 7	Complete	Economic Improvement Director				11/15/2019	
5.B. Planning Commission adopts code	1, 2, 6	1, 7	Complete	Economic Improvement Director				12/1/2019	
5.C. Township Board adopts code	1, 2, 6	1, 7	Complete	Economic Improvement Director				12/15/2019	
6. Create Regional Opportunity Partnership	2	2, 11	Complete	Economic Improvement Director		12/31/2021			At least two other communities join partnership

6.A. Work with NEMCOG to identify other local governments for partnership	2	2, 11	Complete	Economic Improvement Director			12/1/2019		
6.B. Gather market data and potential sites for housing development	2	2, 11	Complete	Economic Improvement Director					
6.C. Create a showcase event for potential developers	2	2, 11	Not Started	Economic Improvement Director					
7. Talent Onboarding	4	1, 9	In Progress	Chamber + CVB		6/1/2020	12/19/2019		Packet created and distributed monthly; gathering held monthly
7.A. Develop Welcome Packet	4	1, 9	Complete	Chamber + CVB		4/1/2019	12/19/2019		
7.B. Recruit Sponsors for Packet (coupons, mailing costs, etc.)	4	1, 9	Complete	Chamber + CVB		4/1/2019	12/19/2019		
7.C. Distribute Packets to New Residents (via Realtors and Kalitta)	4	1, 9	Complete	Chamber + CVB		4/1/2019	12/19/2019		
7.D. Create Monthly Gathering for new residents	4	1, 9	Complete	Chamber + CVB		4/1/2019	12/19/2019		
7.E. Recruit sponsors for monthly gathering	4	1, 9	Complete	Chamber + CVB		4/1/2019	12/19/2019		
7.F. Invite new residents (via Kalitta, Realtors)	4	1, 9	Complete	Chamber + CVB		4/1/2019	12/19/2019		
7.G. Work with Realtors, CVB, and Chamber to create a Quarterly Familiarization Tour highlighting things/places to know.	4	1, 9	In Progress	Chamber + CVB		4/1/2019	12/19/2019		
8. Conduct Retention Program	1, 4	3, 8	Complete	Economic Improvement Director		Ongoing	11/15/2019		10 Visits per calendar year
8.A. Identify the 10 largest employers in Oscoda	1, 4	3, 8	Complete	Economic Improvement Director			12/15/2019		
8.B. Visit each of the 10 at least annually to see what the Township can do to assist	1, 4	3, 8	Complete	Economic Improvement Director		4/1/2019	11/15/2019		
9. Manufacturing Attraction Program	1, 4	3, 8	Complete	Economic Improvement Director		Ongoing	12/1/2019		Marketing materials created and posted online
9.A. Using the inventory from Objective 1, create marketing pieces for industrial property	1, 4	3, 8	Complete	Economic Improvement Director			12/1/2019		

9.B. Use marketing pieces to respond to inquiries for sites	1, 4	3, 8	Complete	Economic Improvement Director					
9.C. Work with existing largest employers to identify potential suppliers/customers who may benefit from being located closer by.	1, 4	3, 8	Complete	Economic Improvement Director					
10. Create a Revolving Loan Fund (RLF)	1, 4, 5, 6	3, 4	Not Started	Economic Improvement Director		9/30/2021			Fund created
10.A. Create a RLF Committee with members from lenders in the community	1, 4, 5, 6	3, 4	Not Started	Economic Improvement Director					
10.B. Appropriate match for grant	1, 4, 5, 6	3, 4	Not Started	Economic Improvement Director					
10.C. Apply + Obtain for RLF grant through USDA-RD	1, 4, 5, 6	3, 4	Not Started	Economic Improvement Director					
10.D. Promote RLF to local businesses	1, 4, 5, 6	3, 4	Not Started	Economic Improvement Director					
11. CVB Increase Room Assessments to 5%	3, 4, 6	1	In Progress	CVB		12/31/2020	12/1/2019		Assessment adopted
11.A. Calculate potential budgeting impacts of increasing assessment to 5%	3, 4, 6	1	Complete	CVB					
11.B. Meet with CVB members to discuss possibility to increase assessment, including draft budget showing how funds would be used	3, 4, 6	1	Complete	CVB			12/19/2019		
11.C. Conduct vote of Members	3, 4, 6	1	In Progress	CVB					
11.D. Enact new assessment	3, 4, 6	1	In Progress	CVB					
