

Roadmap Process

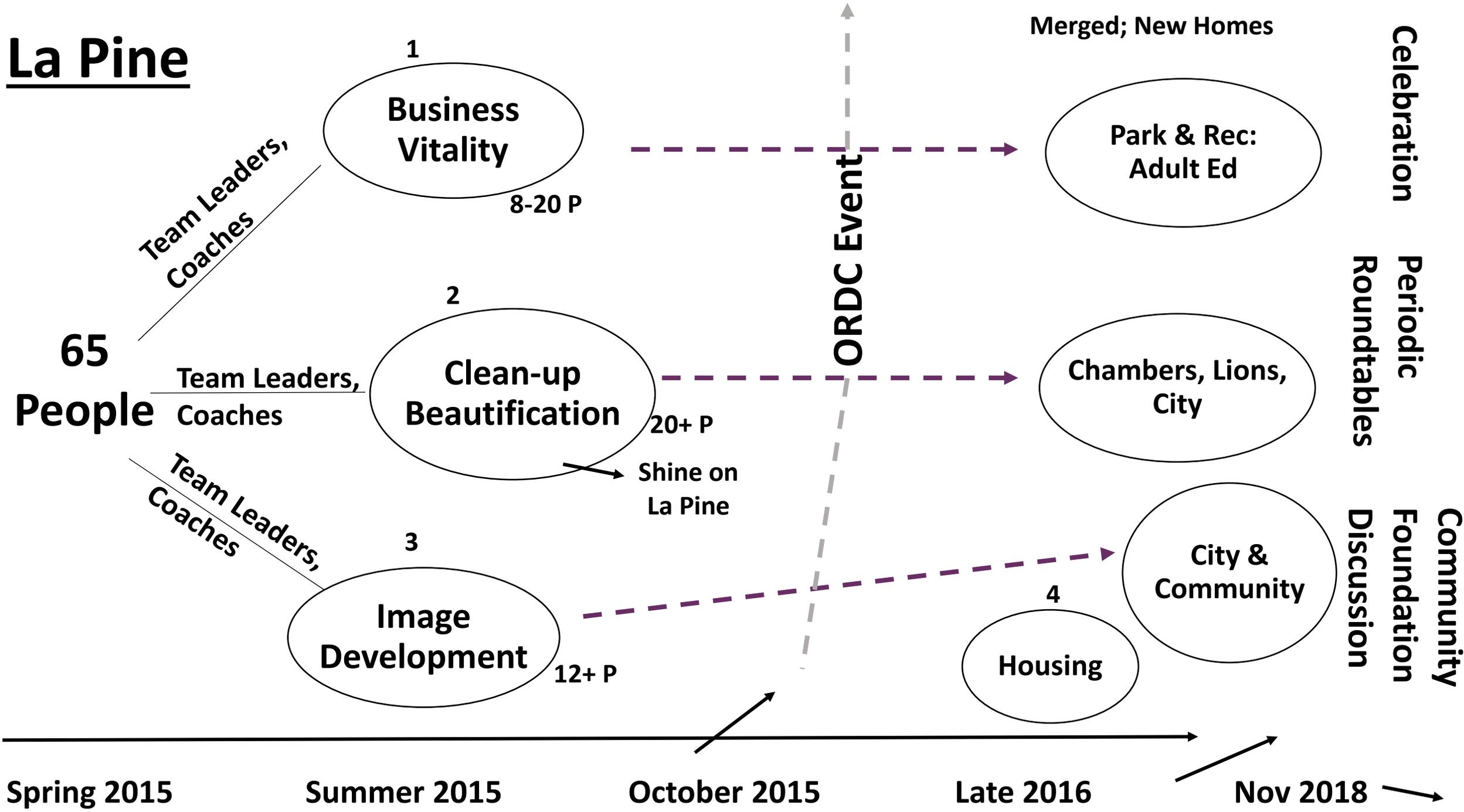


November 5, 2018

Case Study

La Pine Economic Vitality Roadmap

La Pine



Moving Priorities to Action

“If we can get focused and keep our eyes on the big picture while taking small, tangible steps we’ll be successful.” ~ La Pine Resident



Get organized, get champions, *GO! 90 day plan for results!*

The 3 Action Teams

Action Teams were created after the community identified priorities to work on. Community input was gathered from community meetings, an online survey, and in-person interviews.

- **La Pine Beautification Action Team**
- **La Pine Image Development Action Team**
- **La Pine Small Business Action team**

Catalytic Event

October 27, 2015

Oregon Rural Development Council Regional Solutions



1. Beautification Action Team

- The Team has begun promoting their efforts to get more involvement from the community.
- They have adopted the slogan, “***Put the Shine on La Pine***” and, so far, have made buttons. They have ordered decals, yard signs, and t-shirts.
- They have met with other groups to recruit more volunteers including; the garden club, the city planning commission, the Community Kitchen, and other local businesses.
- They are asking property owners to sign a Beautification Pledge, saying if these volunteers help clean up your property you will maintain it.
- They are planning a beautification contest in the spring to encourage business owners to spruce up their storefronts.





2017 Beautification Pledge - Are you ready to make a difference?

Print Name: _____

Business Name: _____

Signature of Participant: _____ Date: _____

Email Address: _____

- I pledge to be a participant of the program by maintaining or beautifying my business or property.
- I pledge to support the creation of a more prosperous and beautiful La Pine by encouraging my neighbors to *Put the Shine on La Pine*.
- I pledge to maintain and expand to the best of my abilities any volunteer work provided to my business or property through Put the Shine on La Pine.

If volunteers are able to be provided, we ask for a matching number of workers supplied by the business or property owner. We can not guarantee a volunteer crew for all who request them due to limited resources. We will promote your business through our Facebook page and other local media.

Thank you for supporting *Put the Shine on La Pine!*

Print and mail to:
Colleen Scott
PO Box 2936
La Pine, OR 97739
email: cscott0211@yahoo.com

Office Use Only:
Date Received: _____
Window Decal Received: Y N
Initials: _____

This is a non-binding agreement to ensure the time and effort of "Put the Shine on La Pine" volunteers is respected and sustained to the fullest extent within reason.

LA PINE CITY CLEANUP WEEK!

"Put the Shine on La Pine!" May 30 to June 3, 2017



**Show pride in your place!
Residential and Business**

BBQ on Saturday,
June 3 at noon
La Pine
Community
Center.
Free and open to
the PUBLIC!

**Just say NO!
to KNAPWEED!**

Dumpsters provided by
the City at no charge!
- Cagle Road Area
- Huntington Meadows
- St Vinnies
- Mitts Way Area (East)

Contact: Mayor Dennis Scott: ph: (541) 213-1143 or dwscott52@yahoo.com

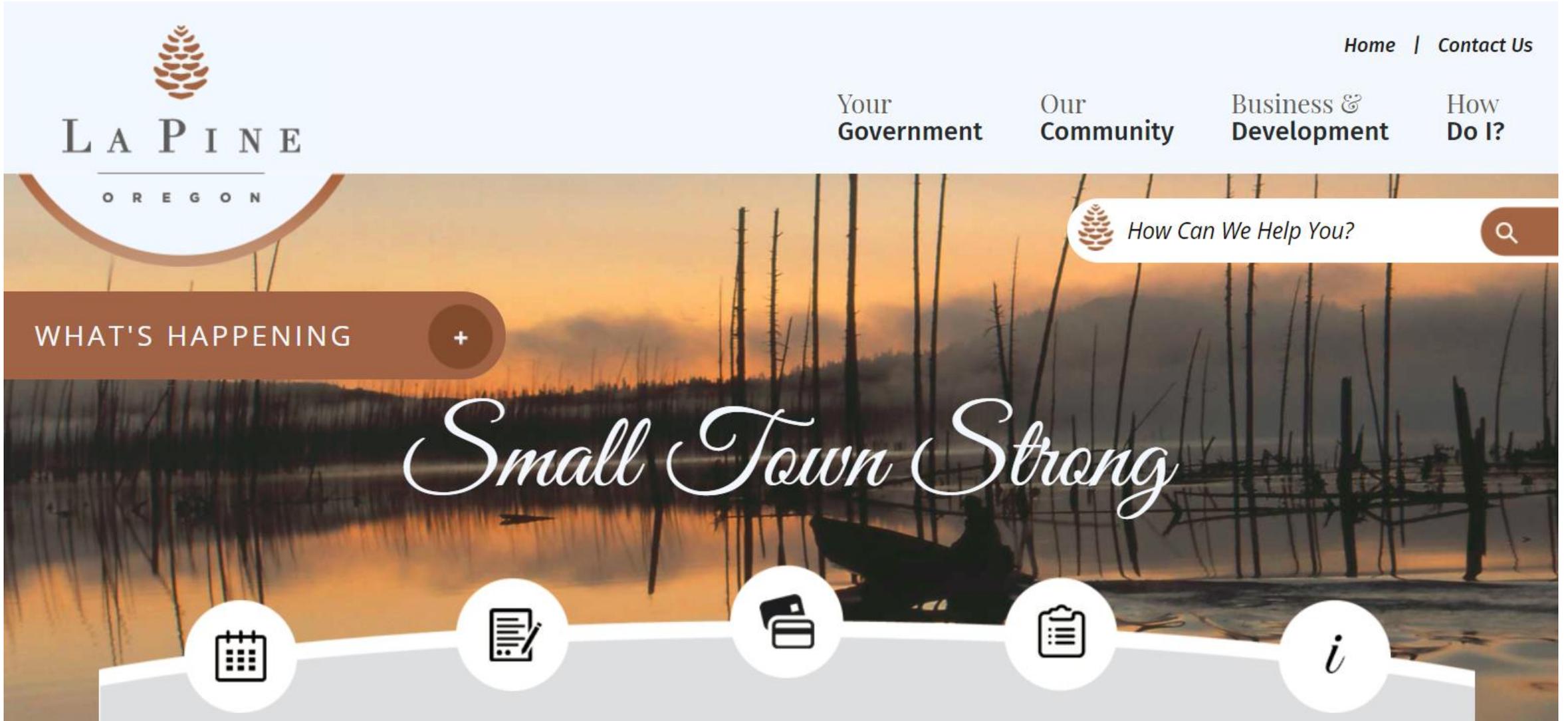
Printed by La Pine Business Center - Poster design by Little d Technology

2. Image Development Action Team

1. This Team focuses on coordinating community events and maintaining a community calendar to share events with both the local community and to those outside our community.
2. The Team will also explore ways to build positive images of La Pine through media, stories, and by seeking to identify a unique La Pine brand.
3. Hired a branding consultant and created a brand.
4. Received Rural Tourism Studio Resources.



New Brand



3. Small Business Vitality Action Team

This Team is offering free ***Business Vitality Roundtables*** to assist local businesses increase their knowledge and access resources.

Three initial sessions:

1. Workforce
2. Marketing
3. Customer Service



Will you lend your voice to the conversation?

In an effort to address some of the issues South County businesses face, a collaborative partnership has formed between local and regional Public, Nonprofit, Private, Education, and Government organizations in order facilitate efforts to develop solutions which promote vibrant business in the Greater La Pine Area.

To this end we have scheduled a series of "Action Roundtables" in order to:

- Address three specific topics
- Identified by a recent survey conducted across community sectors
- Workforce, Marketing, and Customer Service Roundtables

This is an exciting time in our community and we would like to invite you to lend your voice to this community-wide effort. If you feel like these are areas in which you need help join the conversation! If you feel like you have experience and/or expertise to offer in these areas join the conversation!

Business Vitality Action Roundtables
La Pine Park & Recreation Community Center
11am - 1pm | Lunch provided

August 20th - Workforce
September 3rd - Marketing
September 17th - Customer Service

RSVP to chad.carpenter@LaPineParks.org one week prior to each Roundtable



Opportunity Knocks

Facilitating peer mentoring within our local business community



Business Retention and Expansion

Helping Local Business Achieve Success

Collaborators

- SBDC
- EDCO
- Community College
- Recreation District- Adult Education
- Chamber



Next Steps



Keep-on Taking Action!

**Action Plan & Catalyst Team
Communication Team
List Serv, Periodic Newsletter
CELEBRATE!**



Resource Forum

Recognizing that the community is poised for action, the Oregon Rural Development Council and Regional Solutions recently brought a Rural Resource Forum to La Pine to help move them forward to implement action items centered around five priorities for community and economic development.

“As a result of the Economic Vitality Roadmap, La Pine leaders and volunteers have come together with a plan that will improve the look and business focus of our community. We have obtained the support and funding needed to implement a branding process that will give us a common identity and form a vision for future development and growth.

A large number of people have joined forces to focus on activities that will ‘Put the Shine on La Pine’ improving our image for business investment.

I could not be more proud of our little town, and we’ve only just begun.”

Dan Varcoe

Member

La Pine Economic Development Board

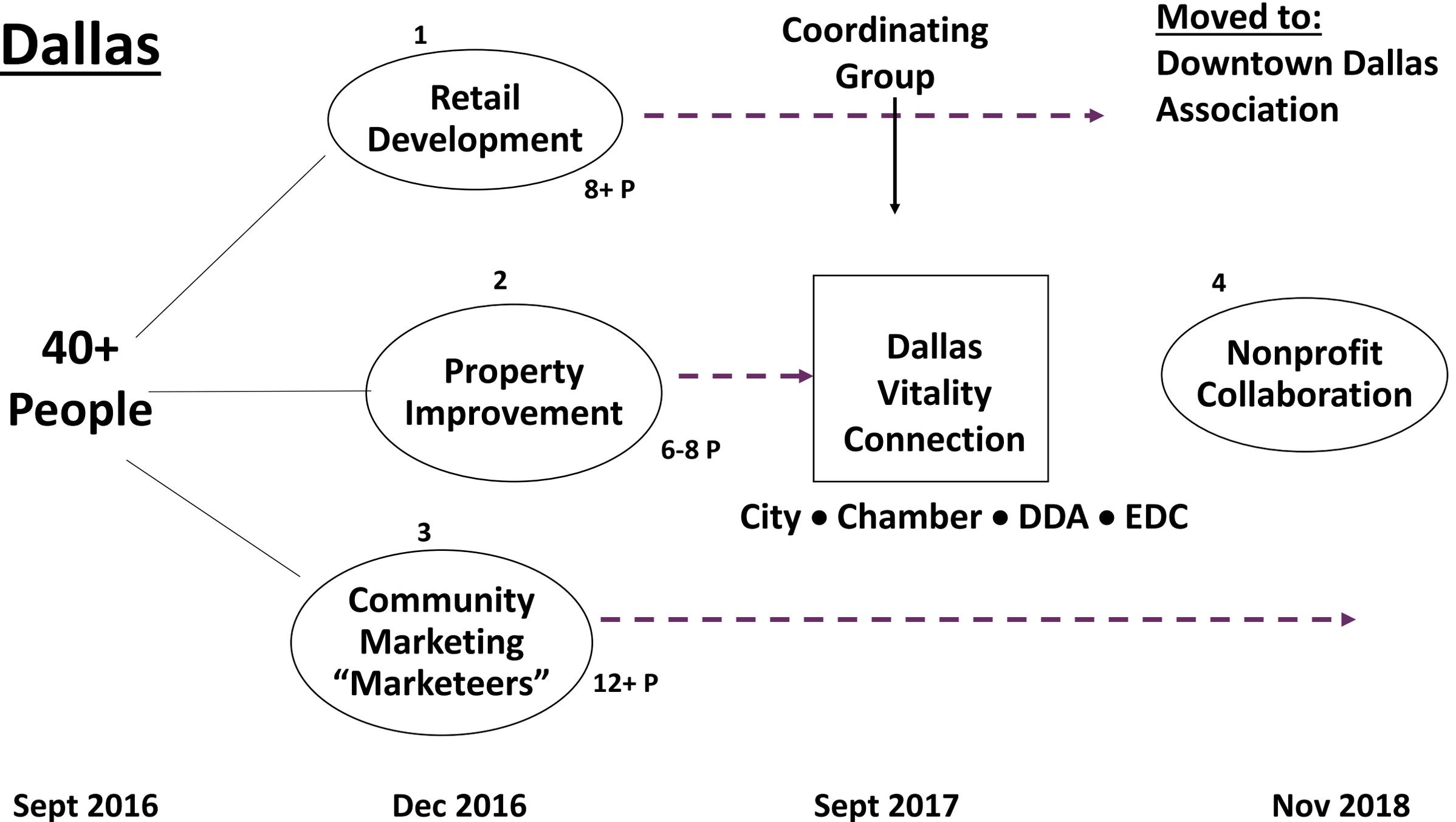


Case Study

Dallas Economic Vitality Roadmap

Dallas

40+
People



Collaboration Emerged



Dallas: Economic Roadmap to Success

3 Big Results

Improved Property Development to Allow for More Businesses

Developed Businesses in the Area to Improve the Economy

Marketed the Community in a Way to Improve the Amount of Businesses and Tourism



Marketeers Committee



Dallas Vitality Connection Property Development Committee Dallas, Oregon



September 12, 2018

**DALLAS VITALITY
CONNECTION**

RDI 
RURAL DEVELOPMENT INITIATIVES

Property Development Committee

Prep for Smith Building
Façade Painting Project

Working with DDA,
Urban Renewal,
Chamber



Property Development Committee



Painting the Smith Building Façade



Small Business Committee

Cash Mobs, Pop-up Shops in Empty Buildings, Holiday Market



Special Projects – Nonprofit Mixer & Fair

Nonprofit Mixer: May 2018



Nonprofit Fair July 2018



Nonprofit Fair July 2018



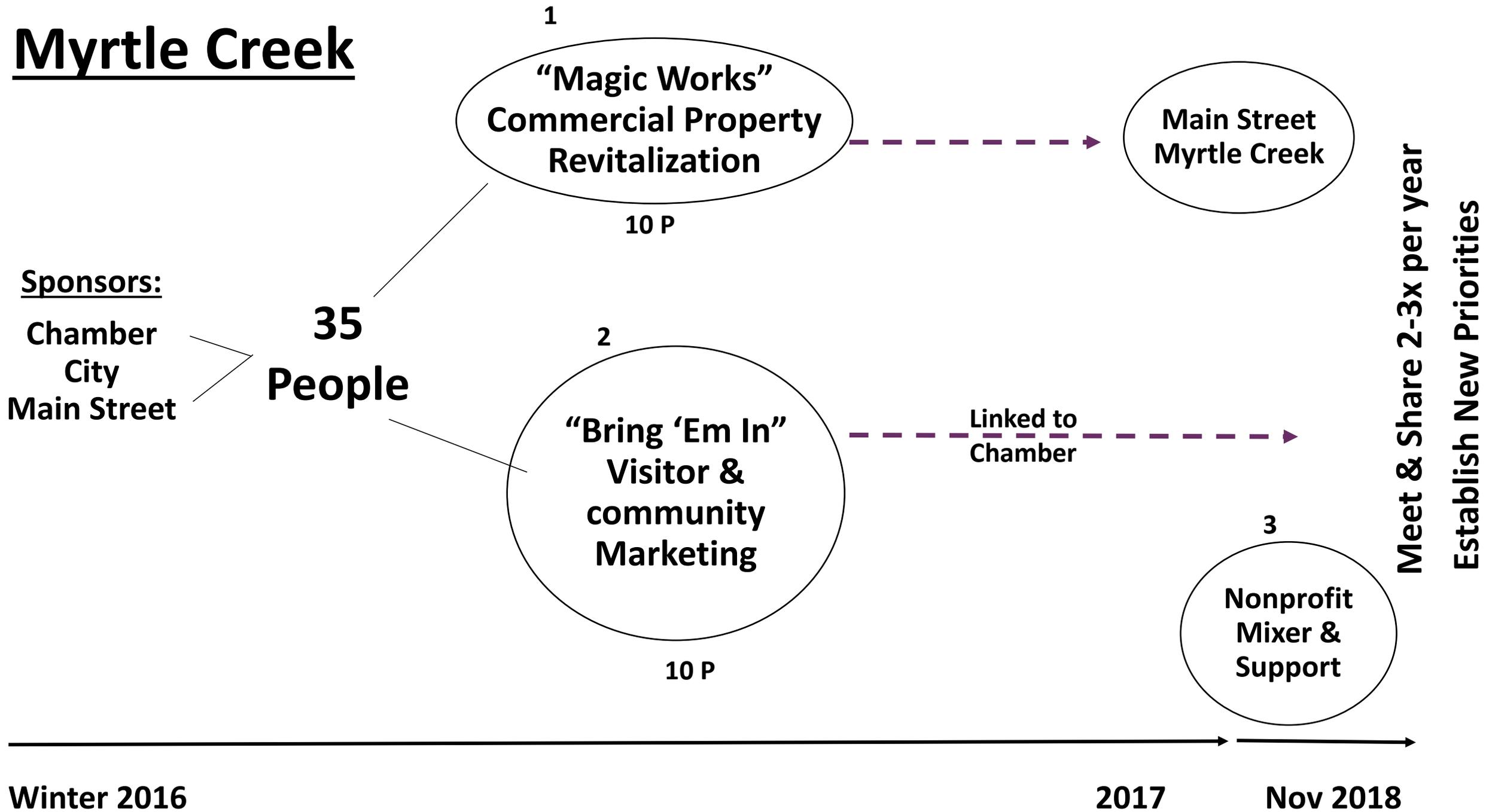
Nonprofit Fair July 2018



Case Study

Dallas Economic Vitality Roadmap

Myrtle Creek



Myrtle Creek: Economic Roadmap to Success

Regional public relations, media coverage, and awareness of Myrtle Creek

Increased awareness and exposure to a larger markets

Greater momentum toward revitalization

New leadership: new business, property owners, and residents engaged

Community-wide effort: There is commitment to Myrtle Creeks's success by dedicated people

Attainable goals identified, forward movement, new volunteers engaged

Two active volunteer-based committees: Magic Works focused on commercial property redevelopment and Bring 'Em In aimed at promoting the Myrtle Creek area's assets and resources to visitors and community residents



More Myrtle Creek Results (Sept 2018)

- Ongoing Collaboration: Chamber, Main Street, City
- Multiple Marketing Brochures and Positive Business Impacts
- Historic Street Signs and Welcome Signs at Airport
- Bi-Mart (Indirect Result)
- Wine Walk
- Social Media Marketing and Visitor Traffic
- Intergenerational Leaders, Collaboration, Change-Facebook Meetings!
- Nonprofit Mixer and Community Calendar (Nov 8)

Key Themes

- Community Member-Driven
- Partnership and Collaboration:
Every Community and Project
- Celebrations and Refreshing Priorities
- Continuous Outreach to Newcomers and
Volunteer Prospects

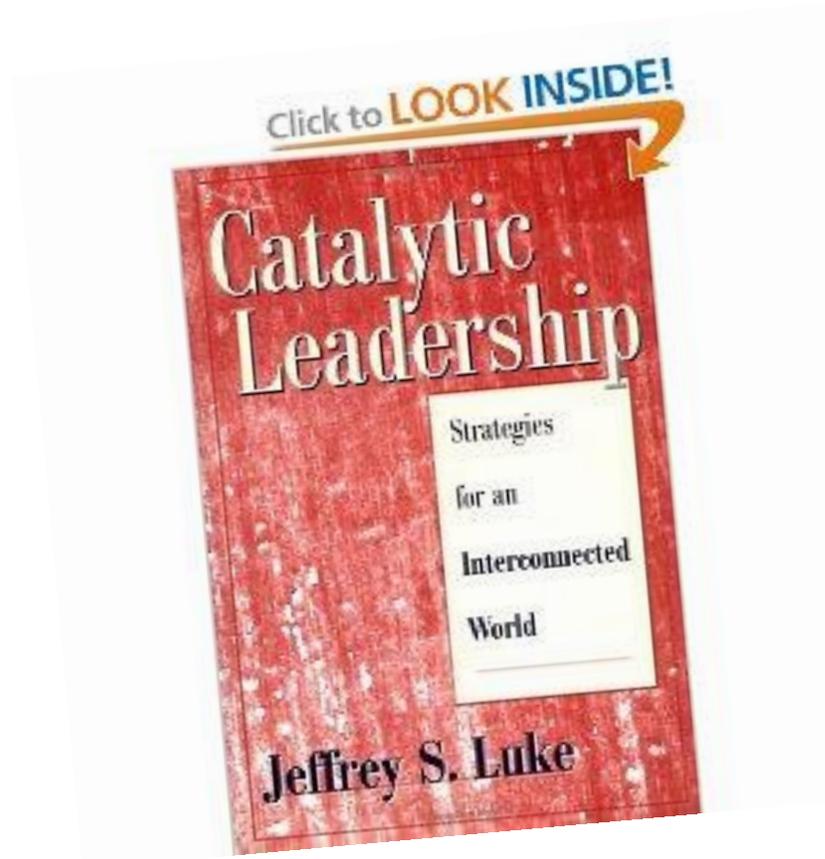
Civic Engagement



A rustic wooden sign with a dark green chalkboard center is hanging from a dark wooden post. The sign is made of weathered wood and has a white chalkboard in the middle. The text on the chalkboard is written in white chalk and reads "Welcome please Come In". The sign is suspended by a piece of light-colored twine. The background is a warm, golden-brown color, suggesting an indoor setting with wooden walls or a window with a view of a warm landscape. The lighting is soft and warm, creating a cozy atmosphere.

Welcome
please
Come In

Catalytic Leadership



The term comes from the work of Dr. Jeff Luke, of the University of Oregon.

Some communities were able to solve difficult problems, while others were not.

He wanted to understand why.....??

Catalytic Community Leadership Roles

- ISSUE ADVOCATE
Focuses attention on the issue
- CONVENER
Organizes stakeholders
- FACILITATOR/NEGOTIATOR
Forges agreement between stakeholders
- IMPLEMENTATION CHAMPION
Sustains momentum during implementation



Catalytic Community Leadership Roles

Issue Advocate

- ✓ Raise the strategic issue
- ✓ Create a sense of urgency about the issue
- ✓ Define the issue to grab attention and attract supporters



Catalytic Community Leadership Roles

Convener

- ✓ Develop list of stakeholders, their interests and resources
- ✓ Develop list of groups with knowledge and resources
- ✓ Prioritize and recruit crucial stakeholders
- ✓ Determine focus and convene initial meetings



Catalytic Community Leadership Roles

Facilitator/Negotiator

- ✓ Identify both positive and negative outcomes
- ✓ Builds agreement on work plan
- ✓ Gets appropriate commitments and authorization for work
- ✓ Asks which existing projects can be aligned with this project?



Catalytic Community Leadership Roles

Implementation Champion

- ✓ Keeps the team focused on the actual work
- ✓ Keeps momentum going
- ✓ Evaluates efforts
- ✓ Tracks results
- ✓ Recognizes and rewards efforts
- ✓ Is persistent, patient and tolerant



Catalytic Community Leadership Roles

Record your names on a flip chart and discuss:

- What is the importance of your role and how do you act as a “catalyst?”
- What are some examples of situations where your role is important?
- Which role are you generally least comfortable in? Is there a consensus among your group on this?

STAGES OF GROUP DEVELOPMENT

FORMING

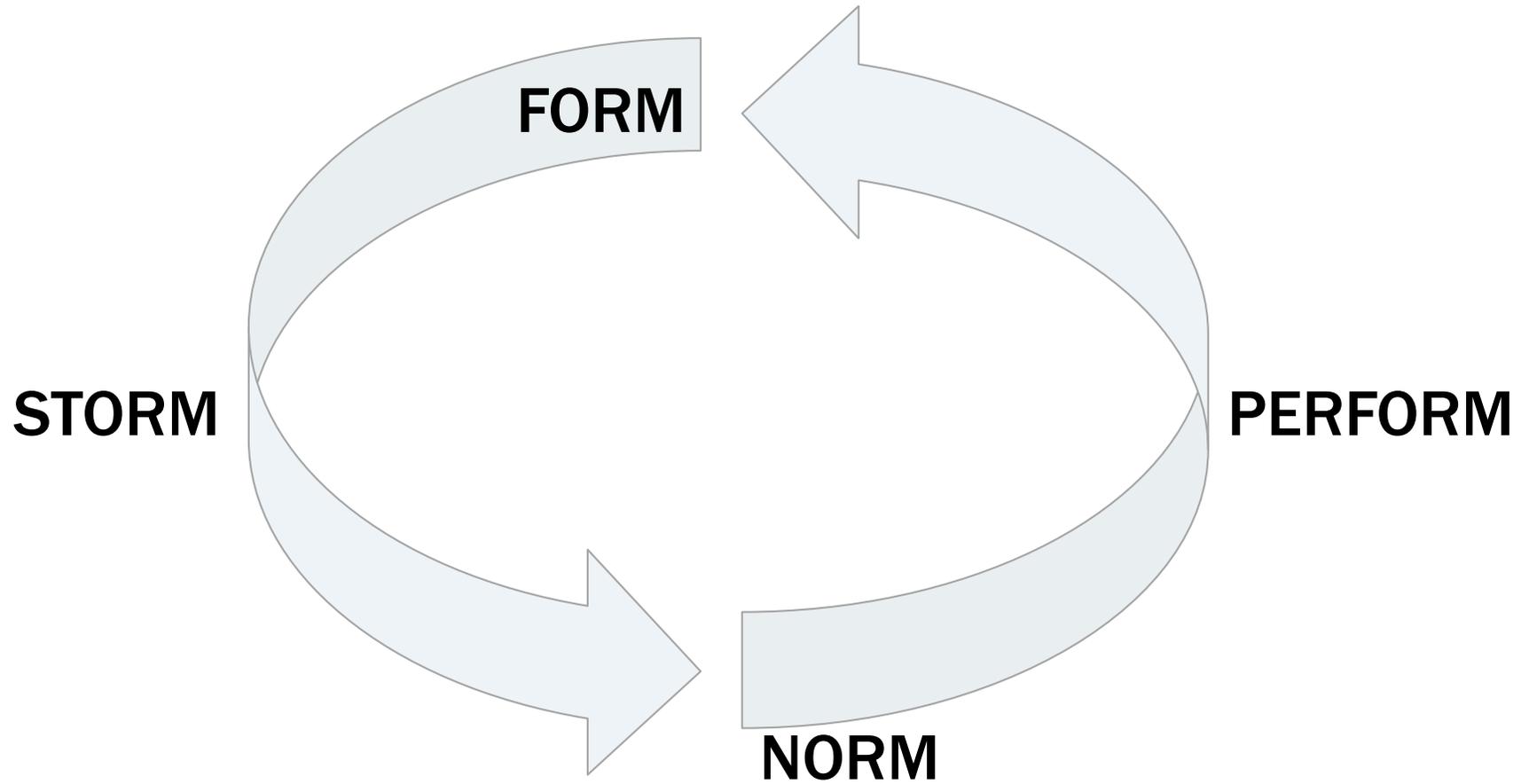
STORMING

NORMING

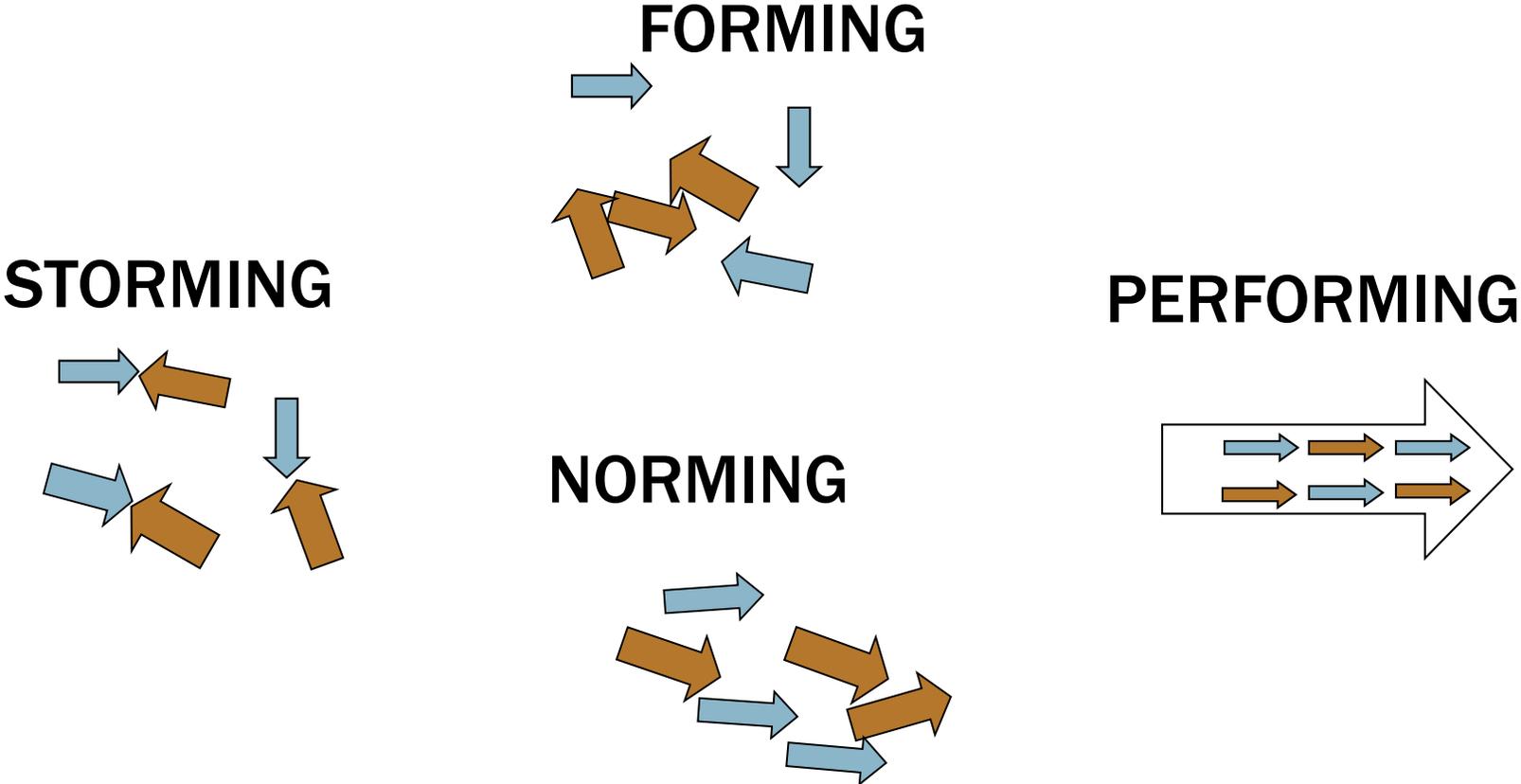
PERFORMING

ADJOURNING

STAGES OF GROUP DEVELOPMENT



STAGES OF GROUP DEVELOPMENT



1. FORMING

- Getting to know each other
- Individuals form identity within group
- Group starts to shape identity
- Testing each other out, hesitant participation
- Not much work actually done

2. STORMING

- Members test ability of leaders and each other
- Marked by passion and emotions
- Enough confidence for conflict
- Unrealistic goals and expectations
- Not much work actually done

3. NORMING

- Conflicts are getting resolved
- Group unites
- Order and direction emerges
- Intimacy and personal sharing
- Moderate work accomplished

4. PERFORMING

- Group performs like a team
- It is easy to make group decisions and execute them
- Functional roles established
- LOTS of work done

5. ADJOURNING

- Group goals met
- Group celebrates
- Group disbands or decides there is sufficient reason to continue