

# LOUISIANA DEVELOPMENT READY COMMUNITIES

## 2019 APPLICATION (2019-2022 PLANNING CYCLE)

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NAME OF CITY, TOWN OR VILLAGE

applies to participate in the Louisiana Development Ready Communities Program.

### WE AGREE TO:

1. Designate two Co-Chairs to lead the Steering/Sustainability Committee and will serve as primary points of contact for the entire length of the process. The Mayor will participate on the Steering & Sustainability Committee. We will designate a Project Manager to facilitate communication and organization throughout the process.
2. Provide all requested information and obtain signature of your LED contact, to assure your application is complete (Place for his/her signature on Page 3).
3. Should your community be shortlisted, participation in a brief interview will be required to complete your community's application.
4. Communities are required to participate fully and abide by all of the Program's requirements and schedule.
  - a. Kick-off meeting with as many Steering/Sustainability committee members as possible in attendance.
  - b. Community Assessment - Including surveys, town hall meetings, local data gathering and a report detailing findings.
  - c. 5-Year Community & Economic Development Strategic Plan (with a 10-year vision) - started just after the Community Assessment and to be completed within 30 days.
  - d. Bi-weekly status reports will be expected.
  - e. Implementation of six tactics identified in the strategic plan during the three to four months between the plan's completion and the celebration (see below). Ongoing implementation of the plan through 2020.
  - f. Attendance and participation in celebration event to highlight implementation and thank all volunteers on a date and location to be determined.
5. Provide meeting space(s) and other meeting supplies (i.e. refreshments, office supplies, etc.) for all meetings during the process. Meeting space may need to be large enough to accommodate the public at times. You may also want to budget for some advertising in your local newspaper. In many communities, sponsorships and in-kind contributions take care of expenses for the planning process; however the community would be wise to expect some cost and should plan on putting about \$1,000 aside to cover expenses.
6. If selected, share your experience with other communities during scheduled events within the program.

### SUBMIT 2 COPIES OF YOUR HARDCOPY APPLICATION TO:

Pat Witty  
Director, Community Outreach  
Louisiana Economic Development  
P.O. Box 94185  
Baton Rouge, LA 70804-9185

### FOR QUESTIONS PLEASE CONTACT:

Stacey Neal  
Director, Community Competitiveness  
Louisiana Economic Development  
stacey.neal@la.gov  
O - 225.342.4703

**LOUISIANA ECONOMIC DEVELOPMENT (LED) WILL PROVIDE:**

1. A Community Briefing Book and Roadmap that describes all aspects of the process, resources and descriptions of required deliverables.
2. A dedicated team of resource people will be assigned to your community to provide on-going guidance and coaching throughout the process as needed.
3. A team from LED will visit your community to assist you with strategic planning by more fully familiarizing you with the state’s community, workforce, and economic development programs.
4. To assist you with the community assessment, LED’s Research Dept. will prepare your community’s demographic and economic profile based on current data.
5. “Ready-to-go” survey tools to assist you in your community’s assessment of stakeholder (businesses, leaders and residents) attitudes and opinions.
6. Louisiana Development Ready Communities Program training related to community assessments, strategic planning, leadership development, and marketing/communications.

<b>STEERING/SUSTAINABILITY COMMITTEE CO-CHAIR CONTACT INFORMATION &amp; PROJECT MANAGER</b>			
	<b>CO-CHAIR (PUBLIC SECTOR BUT NOT THE MAYOR)</b>	<b>CO-CHAIR (PRIVATE SECTOR)</b>	<b>PROJECT MANAGER</b>
NAME			
ORGANIZATION			
TITLE OR POSITION			
ADDRESS, CITY, ZIP CODE			
OFFICE PHONE			
MOBILE PHONE			
EMAIL ADDRESS			
<b>SIGNATURE</b>			

This application must be submitted by the local municipality (city, town, or village).

**PLEASE PROVIDE THE FOLLOWING ATTACHED TO YOUR APPLICATION PACKET:**

1. A brief description of the community (250 words or less) focusing on its assets and challenges.
2. Description of your community’s previous and current community and economic development planning and implementation efforts with a formal process defined by another organization (e.g. Entergy’s Team City Program, Louisiana Office of Community Development – Small Communities Initiative, Louisiana Main Street Program, external consultant, etc.).
3. Please address the topic of your community’s election cycle if it impacts any of the people on your Steering/ Sustainability Committee’s commitment or ability to serve during the timeframe of the process.
4. Please attach a copy of a city resolution of formal adoption of LDRC Program of Work. (An example is provided as Appendix A). Additionally, please include your plan for keeping the city’s elected-officials and staff engaged in the process.
5. A 1-page explanation of why your community should be selected and statement of commitment.
6. 2-3 Letters of Support (e.g. State Representative or Senator, Utility, Business Leader, Chamber of Commerce, Reg. EDO).

**IDENTIFICATION OF STEERING/SUSTAINABILITY COMMITTEE**

A local Steering/Sustainability Committee, committed for the entire timeframe of the process, is required. The Steering/Sustainability Committee must have equal representation from both the public and private sectors and have defined roles. Two people need to co-chair the group (identified above), and a committee size not larger than ten (10) people to include the city's mayor. Please provide the following information for the people serving on the Steering/Sustainability Committee:

	NAME, ORGANIZATION, TITLE & CONTACT INFO: ADDRESS, TELEPHONE, AND EMAIL ADDRESS	SIGNATURE: REQUIRED TO INDICATE COMMITMENT
STEERING/SUSTAINABILITY COMMITTEE MEMBER #1 - <b>COMMUNICATIONS &amp; MARKETING</b>		
STEERING/SUSTAINABILITY COMMITTEE MEMBER #2 - <b>ECONOMIC DEVELOPMENT</b>		
STEERING/SUSTAINABILITY COMMITTEE MEMBER #3 - <b>COMMUNITY FACILITIES</b>		
STEERING/SUSTAINABILITY COMMITTEE MEMBER #4 - <b>QUALITY OF LIFE</b>		
STEERING/SUSTAINABILITY COMMITTEE MEMBER #5 - <b>EDUCATION &amp; WORKFORCE</b>		
STEERING/SUSTAINABILITY COMMITTEE MEMBER #6 - <b>GOVERNANCE &amp; ORGANIZATIONS</b>		
STEERING/SUSTAINABILITY COMMITTEE MAEMBER #7 - <b>MAYOR</b>		

**SIGNATURE OF LED RESOURCE TEAM MEMBER DESIGNATING THAT THIS APPLICATION IS COMPLETE**

NAME	SIGNATURE	DATE

APPENDIX A

RESOLUTION

NAME OF CITY, TOWN OR VILLAGE

WHEREAS, The Louisiana Development Ready Communities Program, a strategic effort by Louisiana Economic Development to assist all of Louisiana’s communities to become more competitive in today’s global economy, is a community assessment, strategic planning, leadership development and marketing planning process for cities, towns, and villages; and

WHEREAS, the program’s requirements provide for involvement of individuals from both public and private sectors of the community including: elected and appointed municipal officials, municipal employees, community leaders and citizens; and

WHEREAS, implementation and achievement of the community’s vision, objectives and strategies, and measurement of that achievement, are the major goals of the program. LED’s objectives are: 1) to provide a comprehensive and straight-forward assessment of community and economic development practices and activities; 2) to provide training, coaching, and external resources to Communities; 3) to establish a repeatable process by the lessons learned, success stories and testimonials in this Program; and 4) to ultimately develop more marketable communities and diversified economies through a systematic approach to community and economic development in the State of Louisiana; and

WHEREAS, this city council will receive a status report during the planning process and a presentation of the draft strategic plan developed by our community resulting from the Louisiana Development Ready Communities Program for consideration, to give feedback, and any further action deemed appropriate at those times.

NOW, THEREFORE, BE IT PROCLAIMED THAT THE (CITY NAME) city council endorses and supports LED’s Louisiana Development Ready Communities Program and its work plan and authorizes the city manager and employees to cooperate with and participate in the community assessment and strategic planning activities, and further, the citizens of (city name) are urged to support this effort.

SIGNED, This [ ] day of [ ], 20 [ ]

[ ]

MAYOR

ATTEST:

[ ]

CITY CLERK

## APPENDIX B

### GETTING ORGANIZED

The community development process is a very deliberate way to engage citizens in their community's future and gain consensus. Hard work, inclusion, diligence, and open communication are the pillars of success in community development. Many people want "to see" results quickly in order to stay motivated, but there are also those hesitant to begin the process of change. The community development process is meant to bring people together to create and achieve a common vision.

This section describes the steps of the community development process and what your community will need to do to get organized to embark. Your community has already completed Steps 1 & 2 through the LDRC - Program application. **Louisiana Development Ready Communities is a three-year planning project** and is designed to work with a community **no matter what their previous experience has been in planning.**

All **Louisiana Development Ready Communities** must complete:

- I. The LDRC Community Assessment and
- II. Develop a 10-Year Vision & 5-Year Community & Economic Development Strategic Plan that includes Leadership, Workforce Development, Education, Infrastructure, & Marketing / Communications.

### ROADMAP TO READINESS - STEPS TO ACHIEVE

1. Organize your community's Steering/Sustainability Committee and submit the LDRC Application
2. Selection through the LDRC Application
3. Your community's Steering/Sustainability committee should attend a project initiation meeting (to address and prepare your community's plan of work and sustainability) and a kick-off meeting for the Community Assessment process. Attend training sessions over the course of the planning period.
4. Develop your Steering/Sustainability committee's mission statement. Create a communications plan to engage more people in the process and keep them involved (suggestions and templates will be provided).
5.
  - a. Complete a town hall meeting
  - b. Complete a Citizen Survey
  - c. Complete a Business/Leadership Survey
  - d. Complete Local Data Collection and Inventory
  - e. Complete the Community Assessment Report
6. Develop a 10-Year Vision & Identify the Community's Goals
7. Develop a Sustainable 5-Year Community & Economic Development Strategic Plan for Infrastructure, Education, Workforce Development, Leadership, and Marketing / Communications
8. Gain endorsement for your community's plan
9. Implementation
10. Celebrate!
11. Revisit and update the plans on a yearly basis; adjust according to results and new information

## ROLES AND RESPONSIBILITIES

Both the Community and the LED's Resource Teams have roles and specific responsibilities in the **Louisiana Development Ready Communities** process. It's very important these differences are understood and agreed to at the beginning of the process. Each community has two teams of people responsible for the success: the Steering & Sustainability Committee and the Resource Team.

## STEERING/SUSTAINABILITY COMMITTEE'S ROLE & RESPONSIBILITIES

- Primary leadership group for the community's participation as a LDRC community.
- Develop and implement a communications plan to support the community development process
- Participate in all LDRC Training
- Plan and conduct all meetings in the community
- Coordinate the gathering and organization of all community data
- Attend LDRC meetings and meet deadlines detailed in the Program Schedule
- Participate in appropriate sub-committees
- Prepare project status reports and other communications with LED
- Prepare and deliver final assessment and strategic plan
- Find the funding for the strategic plan implementation

## LED RESOURCE TEAM'S ROLE AND RESPONSIBILITIES

- Primary support group to the community's Steering & Sustainability Committee throughout the LDRC Process
- Attend LDRC meetings and key meetings in the community (at a minimum: town hall meetings, project planning meeting, key Steering & Sustainability committee meetings per project plan)
- Provide information and coaching on where to find needed resources for the planning process
- Provide progress reports to LED via conference call
- Coach communities and provide limited facilitation during Strategic Planning
- Review/analyze/provide feedback to community on progress and draft reports of deliverables
- Ongoing coaching and guidance as needed

