

Coös Economic Action Plan

High growth. High skill.
High tech. High pay.



Coös Economic Action Plan (CEAP)

1. One voice from Coös County
2. Transformative
 - Sets the state for jobs that are high growth, high skill, high tech, high pay.
3. Regional & rural
 - Aligned with the Northern Forest Sustainable Economy Initiative & others



Imagine . . .

- High-speed Internet access in Coös County that's as good as they have in Boston or New York . . .
- Harnessing our renewable resources to produce the energy that heats & powers our village centers . . .
- Sending your kids off to college & having them come back here to good high paying jobs . . .



Why now?

- Mill closures
- U.S. Economic Development Agency Sudden & Severe grant received
- Northern Forest Sustainable Economy Initiative
 - We face the same problems as other regional and rural communities.
 - By thinking and acting together, we have more power to solve them.



Project Managers

- Jeff Hayes, North Country Council
- Peter Riviere, Coos Economic Development Corporation



CEAP Development Process

- Built off Northern Forest Sustainable Economy Initiative
- Aligned with other projects & initiatives, including:
 - Regional Branding and Marketing (Roger Brooks)
 - Regional Innovation Grant from US Dept. of Labor
 - Wireless LINC
- Led by locally-based Steering Committee
- Content from broad-based Technical Review Committees



Our Best and Brightest

- 100 stakeholders have been directly involved in the plan development process
 - Steering Committee
 - Technical Review Committees



Steering Committee

- Kathy Eneguess, White Mtns. Comm. College
- Steve Barba, Plymouth State University
- Ric Tillotson, Colebrook
- Brian Emerson, Groveton
- Dave Auger, Chair, Groveton School Board/RIG Coordinator
- Beno Lamontagne, Colebrook
- Cathy McDowell, B/G Family Resource Center
- Peter Powell, Lancaster
- Barry Normandeau, Normandeau Trucking



Steering Committee

- Burnham "Bing" Judd, Town of Pittsburg
- Paul Casey, Umbagog Fish & Wildlife Ctr.
- David Atkinson, Wausau Paper
- Steve Griffin, Isaacson Steel
- Racheal Stuart, NH Charitable Foundation, Neil and Louise Tillotson Fund
- Scott Labnon, Town and Country Motor Inn
- Pat Corso, Mount Washington Resort
- Jim Tibbetts, First Colebrook Bank
- Chris Diego, Mt. View Grand Hotel
- Barry Kelly, White Mountain Lumber



Steering Committee

- Katie Kelly, Consultant
- Scott Coulombe, Steel Elements, Berlin
- Robbie Munce, Munce's Superior
- Tom Deans, Tillotson Trust
- Louise McLeery, UCV Hospital
- Don Wharton, Society for the Protection of NH Forests
- Gary Armittage, Balsams Resort
- Russ Keene, Androscoggin Valley Hospital
- Dave Govatski, Cherry Pond Wildlife Center
- Tom Wagner, US Forest Service



Technical Review Committees (TRC)

- Energy
- Wood
- Creative Economy
- Tourism
- Health Care



CEAP Themes

- Marketing plan for all county business sectors
- Ubiquitous wireless broadband deployment
- Workforce/talent development



CEAP Themes

- Village center concept
- Affordable access to health care
- Integration with other initiatives
- Networking across all business sectors



Action Steps - Energy TRC

- Support the development and growth of local energy committees
- Develop an alternative energy technology curriculum at White Mountains Community College
- Create a model for small scale community heat and power production
- Conduct an energy audit for Coos County



Action Steps - Wood TRC

- Fiber sustainability report
- Forest Products Center development
- Reduce energy costs for all industries



Action Steps – Creative Economy TRC

- Support existing creative businesses with high speed Internet & North Sourcing
- Develop and support creative spaces and clusters
- Approve and fund county-wide marketing plan for creative businesses
- Workforce development & training



Action Steps – Tourism TRC

- Develop and fund more promotion
- Protect region's natural and cultural resources
- Increase, improve, and retain services and attractions used by visitors and residents
- Increase customer service



Action Steps – Health TRC

- Develop pipeline program for students and residents in health care
- Educate providers on new models of care delivery



So What . . .

- There is a growing consensus that the county must become more collaborative and coordinated.
- Coös County lacks critical mass in most sectors to operate independently.
- The CEAP will lead to transformational alliances promoting high skill, high growth, high tech and high pay businesses & jobs.
- The CEAP incorporates advocacy by business and community leaders.



CEAP Action Plan Rollout

- Action steps adopted April 30, 2008
- Presentation to County Delegation May 9, 2008
- Presentation at Coös Symposium May 21, 2008
- 3 public listening sessions June 2008
- Publicity and media campaign May/June 2008



Action Queries

- We have come a long way with very good leadership participation on our TRCs in developing this plan.
- Now, the rubber hits the road . . .
 - We want to maintain one voice around connected action to advance this plan.
 - What are the **5 best methods** (that really work) which we can use to keep the organizations and initiatives in your sector **well-informed, coordinated & active** in advancing these priorities?



Action Queries

- For any of the CEAP action priorities relevant to your topical area:
 - What are the existing efforts that **must** be woven into an implementation plan?
 - What are the funding streams (existing or potential, inside/outside the County) that **might** be tapped?
- How can we regularly inform & educate emerging leaders and Coös youth to get them on board & sustain the plan over time?



For More Information

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