



**Louisiana Development Ready Communities
2012 Application
(2012-2015 Planning Cycle)**

Insert the Name of City, Town, or Village	...applies to participate in the Louisiana Development Ready Communities Program.
<p>We agree to:</p> <ol style="list-style-type: none"> 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 Regional Director, to assure your application is complete (Place for his/her signature on Page 3). 3. Meet the application deadline date of: April 13, 2012– 5pm. 4. Should your community be shortlisted, participation in a brief interview will be required to complete your community’s application. 5. Communities will be selected by April 30, 2012 and are required to participate fully and abide by <u>all</u> of the Program’s requirements and schedule (See Appendix B for more information and full schedule). Two Preparation webinars will be held on Tuesday, May 14, 2012 to ensure that selected communities understand their commitment and build sustainability into their planning process. <ol style="list-style-type: none"> a. Kick-off meeting with as many Steering/Sustainability committee members as possible in attendance – Week of June 4, 2012 – On-going Training at various times throughout the process. b. Community Assessment - Including surveys, town hall meetings, local data gathering and a report detailing findings to be completed by Week of August 6, 2012. c. 5-Year Community & Economic Development Strategic Plan (with a 10-year vision) - started just after the Community Assessment and to be completed by Week of November 12, 2012. d. Monthly project status reports will be due at the end of each month from June, 2012 through June, 2012 then every quarter through 2015. e. Implementation of six tactics identified in the strategic plan during the six months between the plan’s completion and the celebration (see below). Ongoing implementation of the plan through 2015. f. Attendance and participation in celebration event to highlight implementation and thank all volunteers on a date and location to be determined. 6. 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 \$2,500 aside to cover expenses. 7. If selected, share your experiences with other communities during scheduled events within the Program. 	
<div style="border: 1px solid black; padding: 5px;"> <p><u>Submit 2 copies of your hardcopy application to:</u> Pat Witty Director, Community Outreach Louisiana Economic Development P.O. Box 94185 Baton Rouge, LA 70804-9185</p> </div>	<div style="border: 1px solid black; padding: 5px;"> <p><u>For questions please contact:</u> Skip Smart Director, Community Development Louisiana Economic Development smart@la.gov O - (225) 342-4321 C - (225) 241-0305</p> </div>

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 Louisiana Professional Mentor will visit your community as part of the community assessment process and will help you evaluate your sites and buildings as well as give you a chance to “test-drive” your sales pitch in a relaxed environment and get some valuable feedback.
4. 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.
5. To assist you with the community assessment, LED’s Research Dept. will prepare your community’s demographic and economic profile based on current data.
6. “Ready-to-go” survey tools to assist you in your community’s assessment of stakeholder (businesses, leaders and residents) attitudes and opinions.
7. Louisiana Development Ready Communities Program training related to community assessments, strategic planning, leadership development, and marketing/communications.
8. In the end, a publicized celebration of each LDRC’s successes will be held to applaud and thank each community for their partnership both with LED and their private sector investors.

Steering/Sustainability Committee Co-Chair Contact Information & Project Manager

	Co-Chair (Public Sector but not the Mayor)	Co-Chair (Private Sector)	Project Manager
Name:			
Organization:			
Title or Position:			
Address, City, Zip Code:			
Office Phone:			
Mobile Phone:			
E-mail Address:			
Signature:			

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
Steering/Sustainability Committee Member #1 – Communications & Marketing		
Steering/Sustainability Committee Member #2 - Economic Development		
Steering/Sustainability Committee Member #3 - Community Facilities		
Steering/Sustainability Committee Member #4 - Quality of Life		
Steering/Sustainability Committee Member #5 – Education & Workforce		
Steering/Sustainability Committee Member #6 - Governance & Organizations		
Steering/Sustainability Committee Member #7 – Mayor		

Signature of LDRC Resource Team Member designating that this application is complete:

Name, Organization (Region of State)	Signature	Date

Appendix A

Resolution

City of:

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).	
#5a	Complete at least two (2) town hall meetings	
#5b	Complete a Citizen Survey	
#5c	Complete a Business/Leadership Survey	
#5d	Complete Local Data Collection and Inventory	
#5e	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	
#8	Implementation	

#9	Celebrate!	
#10	Revisit and update the plans on a yearly basis; adjust according to results and new information	

Overview of Program Schedule

Your community's Steering & Sustainability committee is required to attend all meetings and make all deadlines per the following LDRC schedule:

Task	Complete by:
2012	
Communities Selected and Announced	April 30
Project initiation meeting to discuss LDRC work plan, communications plan, and building sustainability into the LDRC process.	May 14, 2012
LDRC work plan and communications plan	Week of May 28
Project Status Report Due to Resource Team – Must include planning schedule	May 31
Kick-off Meetings – Overview of LDRC Program, Review Roadmap to Readiness; Learn to Use LDRC Project Website, Get to Know Your Resource Team; Training on Community Assessments	Week of June 4
Receive Economic & Demographic Base Analyses / Zoomerang Surveys Ready to Launch	Mid-June
Community check-in conference calls	End of June
Project Status Report Due to Resource Team	June 30
Town Hall Meetings (completed by)	End-July
Mentor Visits (External Assessment completed by)	End-July
Training on Strategic Planning	End of July
Project Status Report Due to Resource Team	July 30
Training on Leadership Development	Mid-August
Project Status Report to Resource Team	August 31
Community Assessment Report - Draft	September 3
Comments on Draft Received from Resource Team	September 10
Final Community Assessment Report	September 24
Project Status Report Due to Resource Team	September 30
Vision and Goals	October 15
Training on Marketing & Communication	Mid-October
Project Status Report Due to Resource Team	October 31
Strategic Plan – Draft	November 5
Comments on Draft Received from Resource Team	November 9
Strategic Plan – Final	November 19

Project Status Report Due to Resource Team	November 30
Project Status Report on Implementation	December 30
2013	
Project Status Report on Implementation	January 31
Community check-in conference calls	Week of February 6
Project Status Report on Implementation	February 29
Resource Teams to meet with Pilot Community Steering/Sustainability Committee to review Lessons Learned and prepare for Pilot Community Conference	End of March
Pilot Community Conference – Focused on Successes and Lessons Learned	April 2012
Project Status Report on Implementation	October 2012
2014	
Project Status Report on Implementation	April 2013
Project Status Report on Implementation	October 2013
20145	
Project Status Report on Implementation	April 2014
Project Status Report on Implementation	October 2014

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	LED Resource Team's Role and Responsibilities
<ul style="list-style-type: none"> • Primary leadership group for the community's participation as a LDRC community through October 2015. • 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 	<ul style="list-style-type: none"> • 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 monthly progress reports to LED via conference call

<p>detailed in the Program Schedule</p> <ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Coach communities and provide limited facilitation during Strategic Planning • Review/analyze/provide feedback to community on progress and draft reports of deliverables • Coach/brief community on preparing for Site Selection Visit • Ongoing coaching and guidance as needed
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