

COMMUNITY-WIDE STRATEGIC PLAN



Facilitated by:



Completed in collaboration with: City of Holstein Staff, Elected Officials and Residents

UPDATED DECEMBER 2016 Adopted by City Council – March 6, 2017

Digital copy can also be found: www.HolsteinIowa.org or www.IdaCounty.org

1.0 Economic Development

Goal 1.1: Attract businesses to meet targeted business needs.

OBJECTIVES

1.1.1 The construction of a new hotel in Holstein.

Overall Lead Responsibility: Ida County Economic Development

Timeline: 2015

Measurable Results: Construction of a hotel is complete - **COMPLETED 2015**

1.1.2 Recruit twelve new businesses to the newly annexed industrial park.

Overall Lead Responsibility: Ida County Economic Development

Lead Responsibility: Ida County Economic Development, Holstein Development Authority

Measurable Results: Industrial park is 60% full.

Timeline: 2020

Suggested Actions:

- A. Research the types of businesses with potential to relocate or expand to Holstein. **COMPLETED**
- B. Market the incentives that are available for new industrial, commercial and residential development at all locations.
- C. Continuously contact Iowa Department of Economic Development- Business Development Division, USDA Rural Development, IA —DOT and Iowa Area Development Group, to provide updates and be informed of changes.
- D. Participate in marketing initiatives within the region. **COMPLETED**

1.1.3 Begin long-range planning for future business development by updating Holstein's Comprehensive Land-Use Plan.

Overall Lead Responsibility: City of Holstein - **COMPLETED 2012**

1.1.4 Recruit a variety store to Holstein.

Overall Lead Responsibility: Holstein Chamber of Commerce

Timeline: 2017 (Dollar General) **COMPLETED 2017**

1.1.5 Recruit a pharmacy to Holstein.

Overall Lead Responsibility: Ida County Economic Development **COMPLETED 2018**

Goal 1.2: Foster an environment for businesses to grow.

OBJECTIVES

1.2.1 The completion and sale of the HDA remodeling business building. Building/Growing Business District

Overall Lead Responsibility: Holstein Development Authority **COMPLETED 2015**

1.2.2 The revitalization of Main Street to make the downtown area more attractive to residents and visitors

Overall Lead Responsibility: Holstein Branding Committee

Lead Responsibility: City of Holstein, Holstein Chamber of Commerce, Holstein Development Authority, Ida County Economic Development

Timeline: 2018

Measurable Results: Plan developed in 2018

Suggested Actions:

- A. Develop a plan with a vision for the future of Main Street.
- B. Set expectations for business curb appeal.
- C. Participate in First Impressions, Home Town Pride Program. **COMPLETED**
- D. Revitalization of buildings – including move from use as storage.

1.2.3 Maintain and promote the development of commercial property on Main Street

Overall Lead Responsibility: Holstein Development Authority

Lead Responsibility: Holstein Branding Committee, Holstein Chamber, Ida County Economic Development

Timeline: Ongoing

Measurable Results: Plan developed for maintaining and promoting commercial development

Suggested Actions:

- A. Develop and maintain brochure for Holstein, Update website, Develop marketing plan, Branding/logos/catch phrases for Holstein, Pitch video of Holstein and great place to live.

2.0 Recreation

Goal 2.1: Expand fitness and wellness opportunities.

OBJECTIVES

2.1.1 Build a new outdoor swimming pool

Overall Lead Responsibility: City of Holstein

Lead Responsibility: Parks & Recreation Board

Timeline: Ongoing

Measurable Results – Fundraising/public support for project

Suggested Actions:

- A. Contact cities comparable in size for their input that have built pools.

2.1.2 Maintain and expand the recreational trail system.

Overall Lead Responsibility: City of Holstein

Lead Responsibility: Parks & Recreation Board

Timeline: 2017-2018

Measurable Results: Plan in place by 2016, Grant fund distribution 2018

Goal 2.2: Expand recreation and entertainment offerings.

OBJECTIVES

2.2.1 Work with current Theater Owner/Possible sale of theater

Overall Lead Responsibility: Holstein Development Authority-**COMPLETED 2017**

2.2.2 Develop camping sites near Holstein.

Overall Lead Responsibility: City of Holstein

Timeline: 2020

Measurable Results: Camping sites added

Suggested Actions:

- A. Identify with City land use plan, contact communities with similar camping sites to determine path forward.

2.2.3 Construction of Additional Ball field/Soccer Field

Overall Lead Responsibility: City of Holstein, Community Center

Timeline: Ongoing

Measurable Results: Ball/Soccer Field

Suggested Actions:

- A. Explore area to build ball/soccer fields, identify funding

2.2.4 Renovation of Community Center

Overall Lead Responsibility: City of Holstein, Parks and Recreation Board, Rec. Director

COMPLETED 2017

3.0 Housing

Goal 3.1: Improve the existing housing options/availability.

OBJECTIVES

3.1.1 Clean up or tear down houses that are structurally unsafe or hazardous in Holstein.

Overall Lead Responsibility: City of Holstein

Timeline: Ongoing

Measurable Results: Decreased nuisances and removal of problematic properties.

Suggested Actions:

- A. Contract/hire a building inspector to ensure existing housing meets city code. **COMPLETED 2018**

3.1.2 Secure rehabilitation and/or development assistance dollars to bolster regional Housing Trust Fund

Overall Lead Responsibility: Ida County Economic Development

Timeline: Ongoing

Measurable Results: Have plan in place by 2012 - **COMPLETED 2013**

Goal 3.2: Expand new housing options.

OBJECTIVES

3.2.1 Begin long-range planning for future development by updating Holstein's Comprehensive Land-Use Plan.

Overall Lead Responsibility: City of Holstein

Measurable Results: (#) housing units. **COMPLETED 2014**

3.2.2 Recruit a housing developer to build affordable housing & starter homes.

Overall Lead Responsibility: Ida County Economic Development, Holstein Development Authority

Timeline: On-going

Measurable Results: Units constructed

Suggested Actions:

- A. Contact potential contractors for spec homes.
- B. Attract developers to complete housing projects.

Goal 3.3 Housing Needs Assessment

OBJECTIVES

3.3.1 Complete Housing Needs Assessment

Overall Lead Responsibility: Ida County Economic Development

- A. Independent consultant to conduct housing survey. **COMPLETED 2017**

4.0 Education

Goal 4.1: Create educational opportunities for adults.

OBJECTIVES

4.1.1 Work with education providers to offer classes in demand by the community i.e. basic computer skills.

Overall Lead Responsibility: Galva-Holstein Schools

Lead Responsibility: SBDC **COMPLETED 2013**

Goal 4.2: Strengthen education and enrichment opportunities for the community's children

OBJECTIVES

4.2.1 Increase the number of college level courses available for high school students & adult learning opportunities.

Overall Lead Responsibility: Galva-Holstein School District

Suggested Actions:

- A. Increased collaboration and utilization of community networks
- B. STEM Education Addition to High School - **COMPLETED 2016**
- C. Night class offerings.
- D. Increased job shadowing and internship opportunities.
- E. Pre-apprenticeship and apprenticeship engagement.

4.2.2 Increase the number of scholarships offered to Holstein's youth for post high school education.

Overall Lead Responsibility: Galva-Holstein Scholarship Foundation

Timeline: Ongoing

Measurable Results: Increase in the number of scholarships offered

Suggested Actions: Increased collaboration and utilization of community networks

4.2.3 Increase viable daycare options

Overall Lead Responsibility: Holstein Development Authority

Lead Responsibility: Holstein Development Authority, Ida County Economic Development

Timeline: On-going

Measurable Results: Daycare operating

Suggested Actions:

- A. Assemble a coordinating group to lead effort. Non-profit.
- B. Research grants funding opportunities for this project.
- C. Locate property for daycare facilities.
- D. Identify partners for project.

5.0 Infrastructure

Goal 5.1: Update existing infrastructure to facilitate community growth.

OBJECTIVES

5.1.1 Develop a proactive plan to address existing sewer upgrade needs

Overall Lead Responsibility: City of Holstein

Timeline: Ongoing

Measurable Results: Sewer system running efficiently

Suggested Actions:

- A. Scope and repair existing sewer lines where needed. **COMPLETED**
- B. Develop standard operating principles on how to deal with needed sewer repairs. **COMPLETED-hired city engineer**
- C. Develop programs to assist business owners or residents with low interest loans for costly sewer repairs
- D. Require business owners/homeowners to have a sewer inspection prior to sale.
- E. Plan for expanded wastewater capacity to align with commercial growth and include within Capital Improvement Plan.

5.1.2 Street Repair, Upgrade Streets

Overall Lead Responsibility: City of Holstein

Timeline: Ongoing

Measurable Results: Continued evaluation and seal coat/asphalt streets as needed.

Suggested Actions:

- A. Pave Street for new funeral home construction – **COMPLETED**
- B. Continue to explore paving for Kinder Lane and Hanover Street.
- C. Complete a pavement management plan.
- D. Complete access to Fouts First Addition.

Goal 5.2: Provide the appropriate new infrastructure to enable community growth.

OBJECTIVES

5.2.1 Increase the number of lots available for business development

Overall Lead Responsibility: Ida County Economic Development

Suggested Actions: Complete annexation of 50 acres south of Holstein-**COMPLETED**

5.2.2 Ensure reliable high speed internet is available to Holstein residents and businesses

Overall Lead Responsibility: Holstein Chamber of Commerce

Timeline: Ongoing

5.2.3 Extend the parking lot at the Lohff Schumann Memorial Community Center

Overall Lead Responsibility: City of Holstein

Timeline: Ongoing

Measurable Results: Parking lot expansion

Suggested Actions:

5.2.4 Make street improvements to enhance development opportunities

Overall Lead Responsibility: City of Holstein

Timeline: Ongoing

Measurable Results: Street improvements (RISE Grant)

Suggested Actions:

- A. development planning guidelines

(Engineer Study of Kastner Drive, RISE grant for intersection to annexation parcel)