



SEWARD COUNTY CHAMBER & DEVELOPMENT PARTNERSHIP

2026-2028 Strategic Plan

Strategic Directions Summary:

- **Strengthen the foundation for communities to thrive**
 - Workforce
 - Housing/Lodging
 - Quality of Life/Placemaking
 - Business Growth/Incubation/Sustainability

- **Enhance Seward County's identity**
 - Internal: County unity, involve younger people, and awareness of SCCDP
 - External: Receiving recognition for Seward County/telling our story

- **Build on organizational success**
 - Membership retention/growth
 - Board/working group/volunteer development and diversity
 - Staff development and longevity



1. Strengthen the foundation for communities to thrive

- Workforce
- Housing/Lodging
- Quality of Life/Placemaking
- Business growth/incubation/sustainability

SMART Goal	Tactics for Year 1	Roles	Current Status	Progress Update
1a. Workforce: In three years, connect employers with educational institutions to meet identified local needs.	Establish Workforce Action Team (WAT) and engage educational institutions with assessment data. Launch statewide childcare sub pool network and complete KNEW obligations.	Collin and Jonathan, Bus & Gov Affairs WG, Workforce Action Team	1 – Not started yet 2 – Behind schedule 3 – On track 4 – Ahead of schedule 5 – Completed	How often does the SCCDP Board want progress updates? Current quarterly Board meetings are where updates are provided by SCCDP staff members. Each person accountable through various “Roles” will write quarterly progress updates for Board meetings.
1b. Housing/Lodging: In three years, expand lodging and workforce housing options in Seward County.	Complete Seward County Housing Study and prioritize action items for completion. Select site, developer, and start construction on new hotel.	Collin and Jonathan, C4K WG, Rural Workforce Housing Fund WG, Executive Committee		
1c. Quality of Life/Placemaking: In three years, implement targeted community initiatives to build vibrant, connected neighborhoods that attract and retain residents, support local businesses, and increase civic engagement.	Define what placemaking is for Seward County and create/execute KPIs.	Collin, Jonathan, Tiffany, Bus & Gov Affairs WG		

1d. Business Growth/Incubation/Sustainability: In three years, support the growth and sustainability of 20 early-stage businesses through incubation services, mentorship, and access to resources that enable long-term success.	Continue business recruitment efforts in Seward County (e.g., LADP). Partner with six/seven small businesses in Seward County to develop a sustainability plan.	Jonathan, Collin, Bus & Govt WG, Finance WG		

2. Enhance Seward County's identity

- Internal: County unity, involve younger people, and awareness of SCCDP
- External: Receiving recognition for Seward County/telling our story

SMART Goal	Tactics for Year 1	Roles	Current Status	Progress Update
2a. Internal (Community Awareness & Unity): In the three years, SCCDP's visibility will grow and strengthen countywide connections through marketing and outreach.	Execute 2026 SCCDP Marketing Plan.	Joanie, Marketing WG		
2b. External (Youth Engagement & Recognition): Connect young people with local opportunities and increase Seward	Develop and complete external engagement strategies.	Collin, Joanie, Marketing WG		

County's visibility through media, awards, and statewide/national recognition.				
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3. Build on organizational success

- Membership retention/growth
- Board/working group/volunteer development and diversity
- Staff development and longevity

SMART Goal	Tactics for Year 1	Roles	Current Status	Progress Update
3a. Membership retention/growth: In three years, SCCDP membership increased by 30% and retain 90% of existing members annually.	Accomplish SCCDP membership retention/growth goal.	Donna, Marketing WG		
3b. Board/working group/volunteer development and diversity: In three years, strengthen the SCCDP's leadership and volunteer base by recruiting and developing diverse board members and volunteers annually.	Create KPIs for SCCDP volunteer engagement.	Jonathan, Donna, Executive Committee		
3c. Staff development and longevity: In three years, strengthen staff skills and retention by maintaining a staff retention rate of 75%.	Provide at least six professional development opportunities annually and analyzing SCCDP staff benefits (e.g., compare with MACE/NCA/NEDA data) by conducting an annual staff survey.	Jonathan, Personnel & Board Policies Working Group		

