

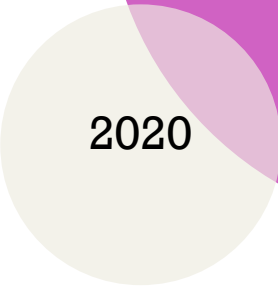


CODY, WY
Community Review



MAY 18, 2020

PROGRESS REPORT



2020

Cody Community Review Initial Progress Report May 18, 2020

Two Strategic Doing Sessions (Action Planning) were held in Cody January 29 & 30, 2020. Twelve working groups were formed out of the sessions:

- Air service
- Amenities Group 1
- Amenities Group 2
- Housing
- Outdoor Rec Group 1
- Outdoor Rec Group 2
- Outdoor Rec Group 3
- Outdoor Rec Group 4
- Planned Growth
- Workforce Group 1
- Workforce Group 2
- Year-Round Economy

Most groups held their initial 30/30 meetings, beginning to work on their Strategic Objective. Covid-19 hit late March and most groups postponed work except Workforce Group 1 and the four Outdoor Rec groups, who participated in a Virtual Modified Strategic Doing Session. During this session, the Outdoor Rec groups combined and re-organized under a modified Strategic Objective and continue to move their project forward.

Where do we go from here?

The Home Team met on May 20th. Future plans include:

- Re-engaging all groups in June or August for reports outs and re-grouping
- Meet with both Workforce Groups to consider combining efforts
- Meet with Planned Growth & Amenities Group 2 to visit about possible overlap with project/combination of this project.
- Visit with Amenities Group 1 and OR Group about grant possibilities
- Tentative re-schedule of Amenities Group 2 Box Lunch/friend day in August.
- Schedule modified Strategic Doing Sessions to re-group as determined by individual group meetings

Seven major themes came out of the **Cody Community Review: Scouting the Future**. (Phase I)

Phase II incorporates Strategic Doing:

- *Strategic Doing is a strategy discipline designed for open, loosely connected networks*
- *Strategic Doing enables people to form action-oriented collaborations quickly, move them toward measurable outcomes, and adjust along the way.*
- *Instead of talking about what can be done, these workshops helped local citizens (50 EACH night!) set doable goals that can be achieved in a short time period.*
- *Three members of the Review State Team returned to work with the community groups.*

AIR SERVICE

- Airport Graphic Toolkit –Airline logos to local businesses to place on their websites
- Put on hold due to COVID-19 and travel challenges until after summer of 2020

AMENITIES GROUP 1

What problem or issue are/were you trying to address?

At the community meetings, we were identified as an amenities group. We discussed the many wonderful amenities that already exist in the area that we might enhance by better promotion.

What actions did you take to address the issue?

We decided to explore the potential of creating a community-wide calendar that included events, programs, classes, etc. that would be of interest to locals as well as travelers.

What was accomplished/What happened?

- Is the situation better? We have researched existing community calendars, ranging in scale from the Cody Country Chamber of Commerce calendar to local church calendars. We also did some research outside of our community in places such as Red Lodge and Denver as to what their community calendars look like and how they operate. We also investigated some templated/franchised calendar options.
- What changed? We are still in the research phase; our work has been on hold since our initial 30/30 meeting. We hope to reconvene when circumstances allow.
- Unexpected changes? COVID

What was learned?

We learned that there are several calendars already available in our community, although it seems that they have some limitations and/or cater to specific groups. For example, the Chamber calendar is for the most part, only available to chamber members or non-profits to post their events. Some calendars were definitely more catered to tourists and big events, while others cater very specifically to small groups (like church services, Park 6 activities, etc.). We are hoping to create a one-stop shop for all events, programs and activities that would appeal to locals and tourists.

Many calendars we researched from other communities utilize a specific template or service that might be tied in or in the same suite of services as an associated website.

What are you most excited about?

The possibility of streamlining community calendars into one, easily accessible place.

Are there any challenges to be addressed?

Depending on the execution of the calendar, there will be costs for a variety of things ranging from purchasing a domain, annual fees, and manpower to build and maintain the calendar.

Does the proposed course of action still make sense?

At this point, we are still researching options and costs as well as if there is anything already existing in the community that could be repurposed or expanded to reach our goal.

AMENITIES

GROUP 2

What problem or issue are/were you trying to address?

Amenities – Circling around the idea of community respect and appreciation.

What actions did you take to address the issue?

Organized a May Day “Box Social Event” which would allow people to come break bread and hear from people why they came to Cody and why they stayed. A committee found resources to interview all attendees on their WHY? And commitment to produce a short video of those snippets.

The objective was to inspire and instill the passion people have for the town in other people. This Project Positivity (the committee’s name) activity was developed around the idea that people of all generations need to come together and celebrate the good!

What was accomplished/What happened?

- Is the situation better?
- What changed?
- Unexpected changes?

We were ready to roll- marketing plan in place, funds raised, logistics sorted through – then COVID. We obviously stopped planning as the group thing was out! We will kick off again when the restrictions are lifted, but instead of indoors, we’ll do it in City Park!

What was learned?

A group of highly passionate people can really turn over a lot of rocks... the committee took in a life of its own – and it was not a bit of work... great example of the process except that the 30/30 thing doesn’t work with these folks. But no one cares! Can’t wait to get started again.

What are you most excited about?

The process, the connectedness and the completely diverse group which has assembled.

Are there any challenges to be addressed?

Right now, it’s the restrictions... after that – hang on!

Does the proposed course of action still make sense?

More so now than ever. The isolation of the last two months has people very tapped into others. which is what the Project Positivity was keyed in on... why people are here and what can we do to make it even better.

HOUSING

- No update reported

WORKFORCE GROUP 1

What problem or issue are/were you trying to address?

Workforce Group 1: Initial objectives focused on addressing the following framing question: "Imagine businesses in Cody had to turn away workers because of the number and talent of the workforce. What would that look like?"

What actions did you take to address the issue?

We contacted existing organizations (Chamber of Commerce, Department of Workforce Services, Northwest College, Small Business Development Center) to identify what resources exist and how they are trying to meet the needs of employers and employees in response to the COVID-19 health/economic crisis.

What was accomplished/What happened?

We received responses from 3 of the organizations (will reach out again to the others).

- **Is the situation better?** With restrictions being eased, there may be light at the end of the tunnel.
- **What changed?** There are now going to be more employees looking to fill a limited number of jobs.
- **Unexpected changes?** We are seeing how resilient and resourceful our community is!

What was learned?

Resources such as education, training, and financial support are available but at this time, employers and employees alike are having to regroup and figure out how to stay in business, stay employed and stay afloat.

What are you most excited about?

Opportunities exist and creativity is paramount to finding both short-term solutions and long-term operational plans. Collaboration is going to be critical to close the gap between employers and employees. There are going to be fewer jobs and more job seekers, which will create an opportunity for individuals with skill, talent, and experience to bounce back while employers will have the ability to choose the best fit for their companies.

Are there any challenges to be addressed?

Given the tremendous amount of uncertainty associated with COVID-19, it is extremely difficult to make solid plans for re-opening, hiring, training, etc. We would hope that people are taking advantage of this time to learn new skills or hone existing ones.

Does the proposed course of action still make sense?

The group has not yet had a chance to discuss the responses we received, so we have not determined next steps.

WORKFORCE GROUP 2

Our group's initial objectives focused on addressing the following framing question: "Imagine businesses in Cody had to turn away workers because of the number and talent of the workforce. What would that look like?"

What actions did you take to address the issue?

Given the current public health situation and the severe economic disruption, we are focusing our attention on finding ways to help small business owners address the workforce challenges they are facing. How can we help prepare Cody's businesses for the impending time when strict social distancing orders are eased, and businesses can reopen?

What was accomplished/What happened?

- Is the situation better?
- What changed?
- Unexpected changes?

The following survey was sent out to local partners:

1. What is your organization currently doing in terms of workforce training or assistance for employers or employees?
2. What resources are available (i.e. funding, counseling, training, etc.)?
3. Are there any gaps or opportunities where our Workforce Group can help?
4. What needs to happen to help both employers and employees in the long-term to ensure a stronger and more robust Cody economy?
5. What can we do now, so we don't find ourselves in a similar situation in the future?

The results have not been compiled yet as COVID-19 hit.

What was learned?

Still waiting to hear the results.

What are you most excited about?

In the face of COVID-19, this topic is going to be even more critical to our community.

Are there any challenges to be addressed?

In determining the best way to address both immediate needs and long-term goals, we felt it best to reach out to you as leaders in your respective organizations to understand current activities and resources that are in place or being developed in response to the COVID-19 health/economic crisis.

Does the proposed course of action still make sense?

Our long-term goal remains the same to build a strong workforce equipped with the skills and knowledge to provide excellent customer service and foster resilient employer/employee relationships which will benefit the Cody community.

PLANNED GROWTH

- Group has not met due to COVID-19
- Group may re-group after spring

OUTDOOR REC

What problem or issue are/were you trying to address?

Originally there were 4 Outdoor Rec Groups, 3 of which had similar outcomes. The 4 groups met for a Virtual Modified Strategic Doing Session and decided to combine efforts into one group – Cody Outdoor Recreation Network (CORN). The group will connect park County outdoor recreation user groups, public agencies and volunteers through a centralized location for shared information with links to existing resources.

What actions did you take to address the issue?

The groups defined the following to help with focus:

We decided to explore the potential of creating a community-wide calendar that included events, programs, classes, etc. that would be of interest to locals as well as travelers.

MISSION: The Cody Outdoor Recreation Network strives to connect, engage, and serve as a resource for the outdoor recreation and stewardship community in Park County.

VISION: Our vision is a connected and diverse community that collaborates to preserve and promote our outdoor recreation assets with increased awareness and respect for all user groups.

AUDIENCE: Phase I Target Audience: Facilitate collaboration among established/organized user groups and public agencies

Phase II Target Audience:

- Individuals who identify themselves within an outdoor recreation group or stewardship organization/institute.
- Individuals who are interested in being part of an outdoor recreation group or stewardship organization/institute.
- Individuals looking to connect with these groups to recreate or volunteer.
- Individuals interested in connecting with other outdoor recreation enthusiasts or finding out about outdoor recreation/stewardship opportunities.
- Individuals who may never have thought about themselves as outdoor recreationists but enjoy spending time outdoors.

What was accomplished/What happened? See above

What was learned?

Are there any challenges to be addressed? The group is now working on a website template to create a portal for shared information, resources, events, etc. There may be some expenses associated with this project and we would like to inquire about the Community Review grant funding. Also, getting buy-in from more members of the group has been challenging however those that have participated regularly have been very engaged.

Does the proposed course of action still make sense? Yes, at this time.

YEAR-ROUND ECONOMY

What problem or issue are/were you trying to address?

Year Around Economy – Addressing the needs of businesses related to workforce – the topic emerged from the “Grow existing companies rather than recruit new ones. This evolved to what limits growth and that was workforce- availability and desirability.

What actions did you take to address the issue?

Created a survey tool for targeted industry
Identified sectors to engage – looking at the idea of growing and training skills needed to make jobs year-round.

What was accomplished/What happened?

- Is the situation better?
- What changed?
- Unexpected changes?

COVID Stopped our meetings short. Engaged a good group but has not met since February.

What was learned?

The process is good – and interesting. Each perspective is really interesting – the chosen leader bailed, so choose carefully.

What are you most excited about?

The new level of leadership and interest in the topic.

Are there any challenges to be addressed?

Get past COVID and this group will continue

Does the proposed course of action still make sense?

Absolutely