

FOUR CORNERS
ECONOMIC DEVELOPMENT

**2020-2021
Accomplishments**

**Presentation to the 4CED
Investors
by
Arvin Trujillo, CEO
July 14, 2021**



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4CED Strategic Plan 2020-2021

- The focus of the strategic plan was to establish a foundation for the organization to promote economic diversity within San Juan County. This would be achieved by:
 - Developing partnerships with local municipalities and Tribal communities
 - Identify areas that needed to be modified within the organization to better establish a stable organization that would represent San Juan County
 - Determine target areas and projects that will promote business development
 - Develop a process to market San Juan County and provide economic and demographic information about the county



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Strategic Goals & Community Participation

- Strategic Goals and their associate teams
 - Goal #1 – Partnerships: Team Leader, Jeremiah Hayes
 - Goal #2 – Organizational Development, Mike Stark / Steve Grey
 - Goal #3 – Target Industries, John Byrom / Arvin Trujillo
 - Goal #4 – Workforce Development, Dr. Lorenzo Reyes / Jose Villarreal
 - Goal #5 – Data Analysis, Chris Hunter



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Goal Team #1 – Partnerships / BRE

- Initial work was looking at how to increase membership
- Goal transitioned to Business Retention & Expansion to bring needed support to local businesses
 - BRE Leadership Team was established; Ambassadors were identified and trained.
 - 100 businesses county-wide were interviewed
 - Information was compiled and analyzed by the University of MN BRE program
 - Research meeting & Retreat held taking 68 project ideas to 19 potential projects to 7 taskforce projects
 - BRE Report is being shared with those who participated in the process



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Goal Team #2 – Organizational Development

- This team was focused on reviewing policy and addressing the financial aspects of the organization.
 - Financials
 - ✓ Scott Bird will be providing the financial standing of 4CED
 - ✓ Improvements are being made to stabilize and improve the financial outlook
 - Organizational Development
 - ✓ 4CED, Inc. and 4CED Foundation By-laws were modified
 - ✓ 2021-2022 Strategic Plan was reviewed
 - ✓ Board Training and Orientation Process are in development



Goal Team #3 – Target Industries

- Focus Groups to determine target industries to pursue
 - Retirement - marketing
 - Agriculture - strategy
 - Healthcare – training opportunities
 - Construction - ongoing
 - Small manufacturing - ongoing
 - Film – stakeholder engagement
 - Energy - ongoing
 - Location Neutral – no work
- Projects in Target Areas
 - Railroad BUILD grant
 - Broadband Middle Mile – Fiber Optic Loop
 - NW NM Growers’ Alliance
 - Solar Projects
 - Navajo Nation 5 Project Initiative



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Goal Team #4 – Workforce Development

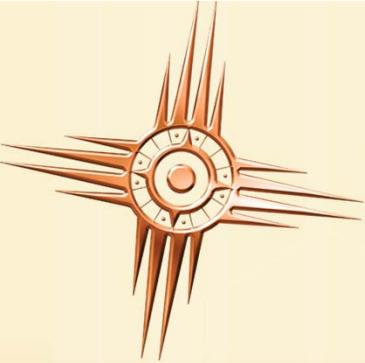
- This team has been working on determining what training will be needed for target industries and how this training could be initiated.
- Focus group meetings have been held in partnership with Goal Team #3
 - Healthcare – SJ College working on training
 - Construction – on going work
 - Manufacturing – on going work
 - Film – working with GT #3 on identifying needed training opportunities



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Goal Team #5 – Data Analysis & Marketing

- It was determined that the best vehicle to market the region was through an effective website
 - Editorial Team was established
 - Website agency, Golden Shovel and GIS Zoom Prospector were hired to upgrade the website
 - Communities and Educational Institutions developed subpages
 - Marketing strategy developed to assist in the design of the website
 - Website has economic and demographic information for the local communities
 - Working on including site specific information on the website
 - Website tied to Facebook and LinkedIn social media



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Community is to be congratulated because of their participation in this effort. These accomplishments would not have been possible without community involvement.

Questions and Answers