



**FOUR CORNERS**  
ECONOMIC DEVELOPMENT

# 4CED Strategic Focus for 2021-2022

Presentation to the  
4CED Investors  
by  
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## What is the focus of 4CED?

Consistent with the 4CED Mission and Vision, the following areas will be the organization's focus:

- Establish working relationships between communities
- Trust will be promoted through the 3C's (collaboration, communication, and cooperation)
- The community will be involved in the planning and implementation of economic and community development efforts.



## The vehicle will be through Team Effort



- As before there will be 5 Goal Teams continuing with the Strategic Goals
  - GT #1 – BRE
  - GT #2 – Board / Community Training
  - GT# 3 – Target Industries / Projects
  - GT #4 – Workforce Development
  - GT #5 – Website Development/ Social Media
- Five BRE Taskforce Teams
- Two Infrastructure Teams: Railroad & Broadband
- There may be up to nine Focus Groups in place to determine Target Industries and the role of 4CED



## Focus of the Strategic Teams

- Team leaders and members will be confirmed
- Once established, objectives and action items will be developed
  - GT #1 – Business Retention and Expansion project
    - Soft Skills, Marketing existing workforce programs, Beautify SJ County, Market local business training and workshops, Strategies on how to enhance the Ag Industry
  - GT #2 – Board & Community Training
  - GT #3 – Continue work with focus groups on Target Industries and marketing efforts
  - GT #4 – As Target areas are developed, determine training needs to develop a skilled workforce
  - GT #5 – Continue development of the website and modify as needed



## Projects

- Business Development Plan
  - Investors
  - Dues / Grant development
- Railroad Project
  - BUILD planning grant - \$2 million
  - Effective implementation plan with the Navajo Nation
- Broadband Middle Mile Plan
  - Effective partnership with the Navajo Nation
  - Work on State resources
- Solar Projects
  - Photosol
  - 8 Minute Solar
- NW NM Growers' Market Alliance
  - Farm to Table projects
  - Assist farmers with possible new markets
- Navajo Nation 5 Project Initiative



## Advocacy Projects

- These are projects that 4CED has a role in, but is not currently taking the lead.
- Projects
  - San Juan Generating Station – Farmington & Enchant Energy
  - Oil & Natural Gas Development
  - Accelerator development – Southern Colorado Accelerator Program for Entrepreneurs (SCAPE)
  - Energy / Petrochemical Committee
  - Farmington Electric & Utility Service – review the prospect of becoming an Internet Service Provider

**Thank you. Questions?**