

CEDS Planning Resource: For Hysham, Montana

Facts from the CEDS *Treasure County*

Treasure County had a senior population (+65) of **19.5%** in 2010

Treasure County had an increase in the wage per job percentage by **2.2%** between 2007-2008 and a percent change of per capita personal income by **12.1%** between 2007-2008.

Vacationers spend on average **\$183.37** per day for 6.02 days per Montana visit. Antelope, Deer and Elk hunters alone brought in about **\$4,341,761** in 2008 in this region.

Treasure County had a decrease in population by **-5.8%** between 2008-2009

What is the CEDS?

The Comprehensive Economic Development Strategy (CEDS) is a planning document created in 2010 by SEMDC for the counties of Custer, Powder River, Rosebud, and Treasure.

What is the importance of the CEDS document?

The CEDS document highlights some of the most current data for your county and helps to develop an economic roadmap for the region. This data is public and you or your organization can use it for studies, research, grant proposals, or just common knowledge. It helps us keep up to date and on course with new, current, and long-running issues or concerns.

The CEDS can help to:

- Enhance Community Awareness of an Issue or Issues
- Gather and Analyse Regional Statistics
- Stimulate Discussion, Motivation, and Support from Within the Region
- Work Towards Consensus Building and Cooperation
- Engage Communication

How can **YOU** use this Accompanying CEDS document?

SEMDC held public meetings in each community in this region, and did an analysis on the Strengths, Weaknesses, Opportunities, and Threats (SWOT Analysis), as well as identified key projects that community members proposed. Those were important ideas and interesting projects. Lets work on them!

This document will:

- HIGHLIGHT** results from those meetings
- FOCUS** on projects and opportunities presented
- OFFER** some suggestions for resources.

OPPORTUNITIES | STRENGTHS | WEAKNESSES | THREATS | PROJECTS

Strengths

Agriculture base
Farming and ranching

Potential for energy development
- Renewable and resource extraction
- Good location for a power plant

Two good restaurants

Implement businesses

Basic services

Bank

Prince/Simplot

General contractor

Chamber website

Cost of living

Weaknesses

Lack of retail stores

Limited economic opportunity

Poor community marketing

Opportunities

Create additional local businesses such as a
- grocery store
- drug store
- internet business
- lodging,
- breakfast/café

Stronger farmer's market

Light manufacturing

Threats

Lack of economic diversity

Loss of tax-base

Consolidation of farms and ranches

Absentee ownership

Lack of main street business

Federal/State requirements

Proposed PROJECTS

to enhance ECONOMIC capitol

Better Business and Community Marketing

Signage all-year round
Promote online businesses

Some possible projects could be:

Develop a Small Business to Support the Opportunities Listed

Grocery store, drug store, internet businesses, breakfast/cafe

Develop Farmers Market Festivals or Concerts that Draw People in from Other Communities

Market Local Resources and Value-Added Produce Online

Thoughts on Projects

- The need for trades are high, do you have people to help organize, train, and promote?
- Timelines?
- What are the priorities of these projects?
- Who could take charge of these projects?
- What resources do you have/will you need?
- Funding?
- Do you have an online space to promote Fundraising and donations?
- How would the funds be used?

HOW SEMDC CAN HELP

SEMDC works to secure funding for various projects for grants—we could work with people to help set up a fundraising group for the city

With SEMDC's Small Business Development Director, we can help anyone get a small business started or work with people on business succession planning

RESOURCES

Develop a blog or website for your project/company: wordpress.com
Rural Entrepreneurial Case Studies: www.cvcia.org
National Development Council: <http://nationaldevelopmentcouncil.com>
Rural Entrepreneurial Case Studies: www.cvcia.org

OPPORTUNITIES | STRENGTHS | WEAKNESSES | THREATS | PROJECTS

Strengths

Good location on interstate

County roads and rail

Land available

Good connectivity to the Internet/cell service

Small paved airport

Good water

Weaknesses

Lack of access to rail for agriculture

Lack of land availability

Limited quality housing for all types

Condition of streets

Limited sidewalks

Opportunities

No Opportunities Listed

Threats

Proximity to Billings

Proposed PROJECTS

to enhance INFRASTRUCTURE

Housing

Subdivisions

Affordable

Elderly and Assisted

Evaluate current state of buildings

Some possible projects could be:

Find Funding for Street and Repairs and Sidewalks

Work with Community, Local Government, and BNSF to Increase Access to Rail for Agriculture

Thoughts on Projects

- If these projects have been worked on, has there been an evaluation of the current progress made?
- Who are other entities you can reach out to for help?
- Who could take charge of these projects?
- What resources do you have/will you need?
- What are some similar case-studies or successful examples?

HOW SEMDC CAN HELP

Support stabilizing funding for initiatives such as housing.

Work with small businesses

RESOURCES

Rural Capacity Building Resources:

<http://ruralcommunitybuilding.fb.org>

National Development Council

<http://nationaldevelopmentcouncil.com>

USDA Rural Development-Housing:

www.rurdev.usda.gov/rhs

Montana Home Choice Coalition: www3.aware-inc.org/awareinc/

OPPORTUNITIES | STRENGTHS | WEAKNESSES | THREATS | PROJECTS

Strengths

Strong school system
- Music education

Strong community network

Museum

Quiet and safe Community
- Support/care for one another

Hometown feel

Yucca Theatre

Newspaper

Senior programs

Volunteerism

Farmers market

Events
- Farm City benefits
- Ag show

Good emergency services

Two veterinary services

Social and service organizations

Senior citizen/veteran's bus

Local healthcare facility and close proximity to healthcare in Billings

Good recreation
- Hunting/game/wildlife

Opportunities

Convert existing building downtown into an assisted living center

Newspaper produced in town

Improve school building

Create a fitness center

Elderly/health services
- Hospice
- CN's should come in

Weaknesses

Lack of assisted living

Lack of town involvement

Leadership core is small

The newspaper is located in Forsyth

Fragile school system
- Declining population is having negative effects

Proposed PROJECTS

to enhance SOCIETY and CULTURE

- **Develop Assisted Living Facility**
Possibility to use existing building
- **2013 Hysham High school Reunion**
Hysham's High School will be 100 years old
- **Fitness Center for All Ages**
- **After School Program for Youth**
- **Local activities/entertainment**

Thoughts on Projects

- Who is or could be in charge of developing an assisted living facility?
- Who would you want to network with and include?
- What resources do you have/will you need?
- Funding?
- Are there any solid case-studies and example of rural assisted living projects? Are there organizations and communities to network with and get support/advice from?
- Who will be in charge of organizing the high school reunion? Is this a fundraising opportunity as well? What is the timeline and resources needed to promote /organize it?
- What are some current space where a gym could be developed?

RESOURCES

Rural planning and networking opportunities:

www.planning.org/divisions/smalltown/index.htm

Online Educational resources - free courses/webinars:

<http://ocw.mit.edu/courses/>

Rural Capacity Building Resources:

<http://ruralcommunitybuilding.fb.org>

National Development Council

<http://nationaldevelopmentcouncil.com>

HOW SEMDC CAN HELP

Find funding for certain initiatives

Develop a business plan

Help in small business development

OPPORTUNITIES | STRENGTHS | WEAKNESSES | THREATS | PROJECTS

Strengths

Natural Environment/
Wildlife

Weaknesses

Weather

Opportunities

Outdoor recreation
- Camping, hunting, boating,
- Fishing, hiking, bird watching and trails.

Threats

Outfitting outside of
Treasure County

Proposed PROJECTS

to enhance ENVIRONMENTAL potential

- **Hunting Opening/Kickoff Event Breakfast**
Partner with other communities
- **Campground/Cabin units**
- **Develop Trails for walking**
- **Develop/Encourage Value-Added Business**

HOW SEMDC CAN HELP

SEMDC may be able to help secure funding for natural resource or tourism projects.

Network with other communities to help in some of these initiatives

Do Tourism studies if funding secured

Thoughts on Projects

- Who would be in charge of organizing a hunting event? Individuals or a community group?
- Is there a timeline?
- What resources are needed?
- Is there anyone interested in starting up a campground and cabin units, or would it be a community project?
- Maintain and publicise current trails and paths
- Increase paths along the Yellowstone
- Perhaps connecting trails in Hysham to other community/regional trails could create a network of paths and increase usage?

RESOURCES

Ideas for Public Spaces and Recreation: www.pps.ort
(suggestion: search "rural")

Rural Landscape Institute on Agro-tourism:
www.rurallandscapeinstitute.org/projects_farrc.php
Develop a blog or website for your project/company:
wordpress.com

Market your community:
www.iira.org/pubs/publications/IIRA_RRR_713.pdf
Rural Assistance Center
http://www.raconline.org/info_guides/technology/

OPPORTUNITIES | STRENGTHS | WEAKNESSES | THREATS | PROJECTS

Strengths

Good/strong character of the people

Weaknesses

Population is ageing

Youth are leaving

Apathetic attitude
Fear of change

Opportunities

Mentor High School Kids
Better Utilize younger adults

Professionals
Business Marketing

Develop better partnerships with 'sister communities' (Colstrip, Miles City, Billings)

Threats

External regulations/laws and rail prices

RESOURCES

Rural Capacity Building Resources:

<http://ruralcommunitybuilding.fb.org>

Leadership Tools:

http://www.raconline.org/info_guides/leadership/

Online Educational resources - free courses/webinars:

<http://ocw.mit.edu/courses/>

Online planning and community development courses:

www.planetizen.com/courses/index.php

Rural planning and networking opportunities:

www.planning.org/divisions/smalltown/index.htm

SEMDC can help to network and work with local governments

Proposed PROJECTS

to enhance POLITICS and POPULATION

No suggested projects were discussed specifically around Natural Capital.

Some possible projects could be:

- Promote Community Successes, Opportunities, and Strengths to Increase Community Support and Awareness**
Enhance community marketing and outreach Initiatives
- Create Ways to Increase Participation with Surrounding Communities**
Promote mutual marketing/promotion incentives
Develop county-wide programs and events
- County Growth Plan / Evaluation**
- Develop/Enhance Youth Mentorship and Job Awareness Programs**
Organize youth, educators, professionals, young adults, to assess youth needs
Look into creating online portals, local conferences, mentorship programs, internships, to enhance youth opportunity

Thoughts on Projects

- Who should be in charge of these projects?
- Have you researched successful examples of growth plans?
- Perhaps increasing leadership in the community can help build capacity as well and allow for more diversity in projects and ideas?
- Who can network together to come up with solutions to enhance youth retention and support?