

Silver City, New Mexico

Human Capital Alignment + Workforce Development Strategy



Project Description

The Town of Silver City had been collaborating with other local municipalities, the school district, and a number of non-profits to periodically secure grants and conduct economic development studies. Funding for implementation had not been available and many of the strategies and initiatives were left to the stakeholders to fund and execute. The Town and other stakeholders desired assistance in creating a sustainable program for economic development.

Project Results

Prior efforts were leveraged to identify key areas of focus and align human capital to form project task forces, which consisted of project champions and advocates that could move projects forward in implementation. Recommendations to stakeholders included establishing an economic development organization (EDO) focused on workforce development and funded through private and public members. This new entity would be led by an Executive Director and be responsible for executing strategic initiatives including implementing the Workforce Development Strategic Plan (created by Better City) and overseeing and coordinating the project task forces. In addition, Better City developed relationships with various stakeholders and coordinated stewardship roles including the local University, School District, and Main Street in areas such as entrepreneurship, workforce development, and downtown revitalization. Better City was able to secure a grant through the Economic Development Administration to fund the new EDO, which has now been established and has begun its search for an Executive Director.

Reference

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