

# Goals Worksheet

Please identify 2 to 3 action steps to fulfill these goals **prior** to the meeting.

Goal:

## **Create programs and seek funding to address identified needs**

Existing Strategies:

1. Evaluate the results of BLAEDC's business interviews to assess needs and categorize them.
2. Develop and propose programs to address the needs identified from BLAEDC's business interviews.
3. Seek funding sources to support proposed programs

Expanding Strategies:

1. Contract with another vendor to assist BLAEDC complete more business retention interviews.  
Limitations- standardized metrics to make more informed decisions—measurable goals  
Metrics- vacant properties, growth
2. Use EDA funds to create programs expanding to other locations in the main corridors like "Destination Downtown"

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Goal:

**Create an inventory of under-used and underdeveloped properties and work with property owners to market them for redevelopment.**

Existing Strategies:

1. Conduct GIS assessment of under-utilized properties
2. Identify possible uses for under-utilized properties
3. Engage property owners to assess interest in participating in redevelopment program
4. Develop program for marketing identified properties for redevelopment

Expanding Strategies:

1. List of all of City owned properties that are under-utilized-- map, GIS with over lay
2. Inventory privately held, and City owned properties to market for infill
3. Strategy on how we inventory vacant property

Overlay Map

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Goal:

**Evaluate the City's vacant industrial property for compatible non-industrial uses that would address current and future needs of the community**

Existing Strategies:

1. Create an inventory of the City's underdeveloped industrial property with an assessment of each property's surrounding uses
2. Develop a list of non-industrial uses for the City's undeveloped industrial property that may be compatible with each properties surrounding uses

Expanding Strategies:

1. Expand residential possibilities (wright street)

Limitations: ease of development, site constraints

2. Explore relocating James Street Trailer Park

It is not currently zoned for manufactured housing district look into industrial park properties.

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Goal:

**Interview existing businesses to identify each business's individual needs to take the next step in their business development**

Existing Strategies:

1. Complete Business Retention and Expansion visits that involve interviews and information gathering
2. Summarize information gathered from Business Retention and Expansion visits and submit to Community Development Director
3. Seek funding sources to support proposed programs

Expanding Strategies:

1. Develop metrics so we can make decisions (measurable)
2. Additional interviews
3. Round table business breakfasts

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Goal:

**Work with community partners to develop a cohesive marketing strategy for the community**

Existing Strategies:

1. Identify and engage strategic community partners
2. Create marketing strategy

Expanding Strategies:

1. Marketing- promote identified properties
2. Cohesive/Comprehensive Marketing plan
  - Slogan
  - Branding
  - Campaign
3. Marketing to retailers currently in other spaces
4. Education to the public/ signage
5. Partnership between DDBC & City to explore a main street coordinator

# Goals Worksheet

Please identify any additional goals and action steps you would like the EDA to accomplish

Goal:

Develop and overall matrix for EDA

Expanding Strategies:

- 1.Strategies for evaluating and tracking vacant properties
- 2.What do WE need from businesses
- 3.Explore Summer inter with BLAEDC