



2017-2018 EDC GOALS AND OBJECTIVES

Last Update: June 12, 2018 (Latest updates in Red)

Goal/Objectives	Timing	Resp	%	Notes	Rank
1 Goal: Enhance marketing and promotion efforts - (M&P)					6.25
1.1 Develop a Marketing & Promotion Plan	2017	J.P.	40%	Brochure created	4.00
1.1.1 Develop content outline	2017			Printing of Brochures	
1.2 Update EDC website content	2017	J.P.	80%	Ongoing	5.00
1.2.1 Acquire EDC URL	2017	J.P.	100%	Approved by Board	
1.2.2 Develop content	2017	J.P.	90%		
1.2.3 Investigate coordination of City's new website with EDC website	2018	J.P.			
1.3 Provide on-line maps showing zoning	2018	J.P.			5.00
1.3.1 Purchase GIS Software	2018	J.P.		ESRI ArcGIS	
1.3.2 Implement maps on EDC webpage	2018	J.P.			
1.4 Develop a regional marketing resource	2018	L.B.			7.00
1.4.1 Identify resources to include				DFW, Bridgeport Airport, Vyve, etc.	
1.4.2 Identify regional partners				Determine level of interest	
1.5 Develop a prospect response SOP	2017	J.P.			9.00
1.5.1 Discuss process/determine contacts				New leads contact J.P.	
2 Goal: Provide community enhancements that support business development - (ENH)					12.00
2.1 Enhance Lake's natural / recreational assets	2018	A.G.		Canoe trails, marinas, nature	12.00
2.1.1 Parks & Rec Board – currently getting volunteers – members to be approved by City Council	2018	A.G.		Partner with Parks & Rec Board	
3 Goal: Retain and support existing businesses while attracting new businesses to the community					12.33
3.1 Include current businesses on EDC website	2018	J.P.	25%		7.00
3.1.1 Finalize Business Information Form		S.H.			
3.1.2 Distribute Business Info Forms		A.G.			
3.1.3 Post to website		J.P.			
3.2 Implement matching fund to enhance existing businesses	2018				15.00
3.2.1 Define policy / process / contact person	2018	J.P.		Proposal to be on July agenda	
3.2.2 Business Retention Initiative 1— Façade Improvement Project for storefronts in RB	2018	J.P. A.G.		Proposal to be on July agenda	
3.2.3 Business Retention Initiative 2 - reach out to existing businesses in RB	2018	A.G.		GRBA Involvement? Monthly business breakfast?	
3.3 Programs to attract new businesses					15.00
3.3.1 Business Expansion Initiative 1 — Use consultant to help create BRE ordinance for Runaway Bay	2018	J.P.		– July Agenda	



Goal/Objectives	Timing	Resp	%	Notes	Rank
3.3.2 Business Expansion Initiative 2	2018	C.D.		Reach out to potential businesses	
3.4 ETJ Management	2018	R.G.			
3.4.1 Investigate methods to direct development in the ETJ	2018	R.G.			
4 Goal: Analyze and promote real estate development and / or redevelopment opportunities - (DEV)					12.33
4.1 Develop a Sites & Buildings Summary	2017	L.B.	60%	Ongoing	9.00
4.1.1 Finalize data from appraisal district		EDT			
4.2 Ensure properties are commercially listed	2017	L.B.		Ongoing	13.00
4.2.1 Identify DFW regional representatives		EDT			
5 Goal: Create and enhance economic development policies and plans - (POL)					12.40
5.1 EDC Action Plan, implement objectives	1	All	80%	Ongoing	1.00
5.1.1 Implement standing agenda item		S.L.		Stephanie	
5.2 Identify opps for planning / zoning changes	2018	All	100%	Presented at March Joint Mtg.	2.00
5.3 Residential Revitalization Plan / Strategy	2019				9.00
5.4 Support update of City's Comp. Plan	2019			Establish vision, long-term view	23.00
5.5 Evaluate EDC Bylaws for needed updates	2019				27.00
5.6 Implement RB EDC Code of Ethics	2018	S.H.		See sample ethics codes	-
6 Goal: Provide public infrastructure to support business development - (INF)					13.00
6.1 Infrastructure that supports business	2019				13.00
7 Goal: Enhance administration, management and reporting efforts - (ADM)					15.50
7.1 Use consultant as catalyst for EDC action	2017	J.P./EDT	100%	See - 3.3.1 Business Expansion Initiative 1 above	3.00
7.2 Increase EDC communication with residents	2018	A.G.		Ongoing- Nextdoor/Facebook	28.00
8 Goal: Enhance relationships with partners, allies and stakeholders - (PART)					16.33
8.1 Hold a joint meeting with Council/PZ/GRBA	1	C.D.	100%	Held in March	5.00
8.1.1 Determine date options		C.D.	100%		
8.1.2 Develop agenda / discussion topics		J.P.	100%		
8.2 Engage GRBA with EDC initiatives			100%	Ongoing	15.00
8.3 Invite Lake Management for discussion	2018				15.00
8.4 Invite Wise County leaders for discussion	2018				23.00
8.5 Engage Bridgeport and surrounding Cities	2018		50%	Kevin at December 2017 Mtg	25.00
9 Goal: Increase the education and training of Staff and Board members - (EDU)					18.33
9.1 Provide Board/Staff training on BRE	2018	J.P.	100%		15.00
9.1.1 Provide training on local incentives	2018	J.P.	100%	Business Retention & Expansion	25.00
9.1.2 Schedule and hold training	2018	EDT	100%	Held June 2, 2018	
9.2 Board member(s) to attend TEDC Sales Tax Training when in DFW	2018	J.P.			15.00
9.2.1 Identify training dates in DFW	2018	J.P.		EM from EDT	
10 Goal: Enhance processes to improve Economic Development - (PROC)					29.00
10.1.1 Identify opportunities for enhancing regulatory environment (Code Changes)	2018	J.P.+ All	90%	Ongoing. Part of 8.1. — P&Z Presentation by J.P.	29.00