

Belle Plaine Community Development

5 Year Strategic Plan

Written 1-1-2017

Initiative #1 – Economic Growth

Goal #1 – Expand current industry by increasing new hires to 20 per year

Goal #2 – Improve communication by developing and implementing a communication plan to existing business owners.

Goal #3 – Work towards developing shovel ready sites within 5 years to attract new industrial businesses.

Initiative #2 – Marketing Strategies/Branding

Goal #1 – Complete a marketing/branding strategy by the end of 2017.

Goal #2 – Complete all marketing pieces and utilize within community and surrounding areas by 2018.

Goal #3 – Create an automated branding strategy by the end of 2021.

Initiative #3 – Residential Growth

Goal #1 – Increase housing units by 1 per year through 2021.

Goal #2 – Provide quality events for our community with a focus on better quality and less frequency.

Goal #3 – Be an advocate for the growth of the city – Market analysis deliverables.

Initiative #4 – Retain/Recruit Pillars of our City

Goal #1 – Identify new restaurant opportunities and devise plan to attract them to Belle Plaine.

Goal #2 – Annual visits to important identified business owners.

Goal #3 – Share development plans with our key city members on a yearly basis.