



Kisha Scott District 2023

Strategic Plan

Vision

I envision a community that embraces innovation, partnerships, and cutting-edge technologies to create a thriving and dynamic environment. By attracting and retaining top talent, fostering a strong sense of belonging, and prioritizing a high quality of life for all residents, we can build a community that is a beacon for progress and inclusivity. Together, we can work towards a brighter future where our community thrives and grows to its fullest potential.

Objective

To promote economic development and job creation in the district while ensuring a high quality of life for all residents.

Measures of success

Increase the number of jobs in the district by 5% over the next two years.

Plan to increase the number of new businesses and industries in the district by 10% over the next two years.

Strategic Goals



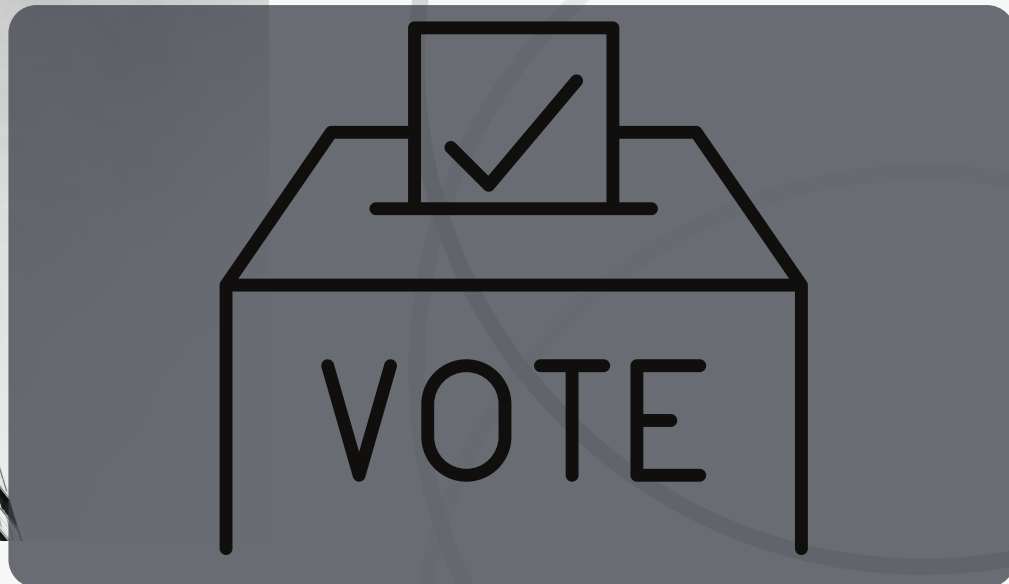
1. Attract new businesses and industries to the district by offering tax incentives, promoting the district's unique strengths, and providing support for entrepreneurship and small business development.
2. Promote job creation by partnering with local businesses and industries to identify workforce needs and support training programs that align with emerging industries.
3. Increase access to essential services by working with city staff and community leaders to identify areas of need and develop plans for improving service delivery.
4. Foster a sense of community by promoting community engagement, supporting local events and initiatives, and encouraging resident involvement in city decision-making.
5. Support sustainable practices by promoting green initiatives and encouraging businesses and residents to adopt sustainable practices that reduce the district's carbon footprint.

Marketing Plan

1. Develop a strong brand identity for the new city: A strong brand identity will help differentiate Mableton from other neighboring cities, and make it more attractive to potential businesses and investors. This can include a new logo, tagline, and brand messaging that emphasizes the city's unique strengths and values.
2. Launch a marketing campaign: A targeted marketing campaign can help raise awareness of Mableton and its potential for growth and investment. This can include digital marketing such as social media ads, email marketing, and search engine optimization (SEO), as well as traditional marketing such as print ads and billboards.
3. Partner with local businesses and community organizations: Partnering with local businesses and community organizations can help increase awareness of Mableton and promote investment in the community. This can include hosting events and workshops, collaborating on marketing initiatives, and offering incentives for businesses to invest in the community.
4. Leverage the Community Reinvestment Act (CRA).
5. Digital Marketing Platforms: Facebook, Twitter, Instagram, Next Door



Conclusion



As a candidate with over 20 years of experience in marketing and a proven track record of success, I am confident that I am the right choice for the position of District 2 Councilwoman. Throughout my extensive career, I have consistently demonstrated my ability to deliver results and drive significant growth across a wide range of industries. This experience has not only honed my marketing skills but has also given me invaluable insights into the needs and priorities of diverse communities.

My background in marketing has provided me with a deep understanding of the importance of clear communication, strategic planning, and targeted outreach. These skills will prove invaluable as I work to promote and support the development of Mableton as a thriving, inclusive, and attractive destination for businesses and residents alike.

In addition to my marketing expertise, I have also held numerous fiduciary responsibilities throughout my career. These experiences have equipped me with the financial acumen and ethical standards necessary to ensure that the resources allocated to Mableton's development are managed wisely and effectively. I am committed to making prudent financial decisions that will benefit the entire community and contribute to the long-term success and sustainability of our city.

As District 2 Councilwoman, I will actively engage with the residents of Mableton to understand their needs, concerns, and aspirations. I believe in fostering a collaborative atmosphere where community members can voice their opinions and participate in the decision-making process. Through open dialogue and cooperation, we can work together to build a brighter future for Mableton.

Moreover, my track record of success in marketing and management demonstrates my ability to identify and capitalize on opportunities for growth and development. I am eager to leverage this expertise to attract new businesses, support local entrepreneurs, and create employment opportunities for the people of Mableton.

In summary, my extensive experience in marketing, fiduciary responsibilities, and strong commitment to community engagement make me the ideal candidate for the position of District 2 Councilwoman. I am excited about the opportunity to work alongside the residents and stakeholders of Mableton to guide our city through this crucial transitional period and towards a more prosperous, sustainable, and vibrant future.

