

2019 - 2021 Strategic Plan

Financial

- Public Information Session on the budget process
- Develop a 5 year Capital Improvement Plan
- Develop a Cash Management Strategy

Economic Development

- CDBG Planning Grant
- VA Main Street
- Community Business Launch
- Bring a food franchise to Town

Tourism

- Next April have a LOVE sign in 'Locher's Lagoon"
- Camp Ground
- Water and Splash Park

Financial: Know where it is going, how it gets there, and where are we planning to spend

Public Information Session on the budget process

- GOAL: To inform and educate the public on the Town's budget process and gain a better understanding of government finance

Develop a 5 year Capital Improvement Plan

- GOAL: To assess the state of the Town current assets and prioritize what needs to be replaced and determine when it needs replacing

Cash Management Strategy

- GOAL: Analyze current cash management plan and develop a strategy that best fits the Town's needs

Economic Development: Revitalize our downtown business district and create a main street

CDBG Planning Grant

- GOAL: Address the Business District's Needs
- These grants come with a recommendation from the VA DHCD. I intend on having them address our commercial / business district downtown
- If DHCD recommends addressing housing first, we can always apply next year to ask for help in our commercial / business district

VA Main Street Program

- GOAL: Become an affiliate and utilize the state's resources to come up with a plan and vision for our main St. (130)

Community Business Launch Program (CBL)

- GOAL: By 2021 host a CBL resulting in one successful start-up within 90 days of the program

Food Franchise

- Hire a consultant to conduct a market study for a food franchise and begin recruiting by end of 2021

Marketing & Tourism: Optimize the community's assets

GOAL: By April 2020 have a LOVE Sign in "Locher's Lagoon" (triangle land across from gas station) with help from the VTC grant for \$1,500 reimbursement

GOAL: Research campground locations in Town and develop up 10 camper / RV hook-ups by summer 2020

GOAL: Research splash and water park locations in Town, identifying grant and regional funding partnership opportunities. Develop a plan to implement and launch come summer 2021