



# 2023-2026 Strategic Plan

## Our Vision

We **DRIVE** economic vitality.

**D**evelop

**R**etain

**I**nvest

**V**alue

**E**ducate

## Goals

**1** Business Recruitment,  
Retention, & Expansion

**3** Residential  
Development

**6** Organizational  
Management

**2** Marketing

**4** Downtown  
Development

**5** Real Estate  
Acquisition

**7** Partner with  
TIF