

ENOCH CITY ECONOMIC DEVELOPMENT COMMITTEE

STRATEGIC PLAN for 2017/2018

Preface

Strategic planning is not simply about putting together a plan. It is more importantly about bringing together a group of strategic thinkers to address problems and opportunities jointly.

Strategic Planning is all about engaging a broad spectrum of people, inspiring them to work together, and providing them a way to put their individual efforts toward the best benefit of the collective whole. If successful, it will lead to the creation of a vehicle for strategic thinkers who regularly collaborate. This will ultimately become a core part of the community's every day culture.

For strategic planning to be successful, it requires assembling a group of community leaders, stakeholders, and concerned citizens and getting them to honestly discuss their area's economic strengths and weaknesses. This collaboration should lead to a deliberate effort to garner support in helping the Enoch City community adapt and achieve future success in sustaining and growing positive economic conditions.

Focus Areas for the Enoch City Economic Development Committee:

- 1) Better understand Enoch City's Current Economic State-
 - i. Strengths and Weaknesses
 - ii. Available Resources
 - iii. Budget and Incentives
 - iv. Community Appetite for Growth/Change
 - v. Create Vision and Goals

- 2) Existing Business Outreach
 - i. Meet with Current Enoch Business Owners
 - ii. Provide Resources and Information to Enable and Facilitate Growth
 - iii. Understand Current Business Climate- Address Issues
 - iv. Produce an Educational Video for Community and Business Owners

- 3) Support and Advise Elected Officials
 - i. Educate Elected Officials on Current Economic Conditions, Opportunities
 - ii. Support Elected Officials in Development of Economic Visions and Goals
 - iii. Advise Elected Officials on Economic Opportunities and Threats