

**FREDERICKSBURG ECONOMIC DEVELOPMENT AUTHORITY
STRATEGIC PLAN
OCTOBER, 2010 – SEPTEMBER, 2015**

MISSION: We are a catalyst for responsible economic growth that improves Fredericksburg's quality of life.

VISION: We are a unique, independent city with a culturally rich downtown, vibrant tourism industry, revitalized corridors and a regional hub that provides employment and business opportunities.

GOALS:

TOURISM

Intention: To promote expanded tourism marketing and product development and to raise the awareness of the positive economic impacts of such investments.

Goal: Support the Economic Development and Tourism Department in its marketing efforts.

Goal: Strengthen existing events throughout the year and/or facilitate the development and implementation of a multi-day signature event that could provide widespread recognition and revenue opportunities for the event operators.

Goal: Be receptive to funding initiatives, public/private partnerships and other activities that strengthen our tourism assets.

ARTS AND CULTURE:

Intention: To promote a vibrant, growing arts community and to raise the awareness of its unique contributions to the city's quality of life and economy.

Goal: Support the formation of an arts organization or the Arts Commission in the role of managing and growing the arts business community.

Goal: Support the designation of an Arts and Cultural District.

Goal: Encourage a public art program.

Goal: Promote the addition of arts and cultural venues.

DOWNTOWN REVITALIZATION:

Intention: To make the downtown more vibrant and more appealing.

Goal: Assist the City in reinstating an active Main Street program.

Goal: As the Main Street program evolves, support the creation of a Business Improvement District to provide a sustainable source of funding for the Main Street staff, programming and other needs of the district.

Goal: Support the development and implementation of a façade improvement program.

BUSINESS RECRUITMENT AND RETENTION:

Intention: To support the growth and expansion of existing businesses and to encourage new business development.

Goal: Support the establishment and operation of a small business incubator program to stimulate the creation of new jobs and new business formation.

Goal: Support efforts to locate new businesses, associations and governmental entities to Fredericksburg.

Goal: Support business retention, expansion and job creation by leveraging existing programs and agencies and supporting creative new initiatives that fill an unmet need.

JUMPSTART!

Intention: To advance the objectives of Jumpstart! 2010.

Goal: Support the city in the design and implementation of effective economic development tools and supportive zoning regulations that facilitate revitalization and redevelopment.

Goal: Support an evaluation by a qualified association or firm to identify strategies which strengthen the city's long-term economic health.

RIVERFRONT DEVELOPMENT

Intention: To enhance the river and riverfront's utility to the public for business and recreational purposes.

Goal: Recognizing the river as a major economic engine for the City, promote efforts to dredge the river.

Goal: Further the development of the waterfront.

STRATEGIC PLAN MANAGEMENT AND MONITORING

Intention: To develop operational guidelines and policies.

GOAL: Develop operational guidelines and an infrastructure to support the Strategic Plan.

GOAL: Develop and implement policies to enhance the work of the Economic Development Authority.