



ECONOMIC DEVELOPMENT DEPARTMENT 2017-18 STRATEGIC PLAN

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OBJECTIVE



- Present information on the department's strategic plan, including core values, goals/objectives/action steps, and performance measures.

BACKGROUND



- During this year's budget/strategic planning cycle, Economic Development crafted a departmental strategic plan that:
 - Aligns with the City's FY17-18 Strategic Plan
 - Focuses on transparency, accountability, and responsiveness
 - Reflects best practices for a comprehensive economic development program
- Economic Development continues to examine staffing patterns and work processes to expand job roles and improve effectiveness and efficiency.

DETAILS



- **Core Values:**

- Ethical
- Transparent
- Responsive
- Collaborative
- Community-focused
- Creative

- **Goals:**

- Business Development
- Entrepreneurship
- Workforce Development
- Community Relations

DETAILS



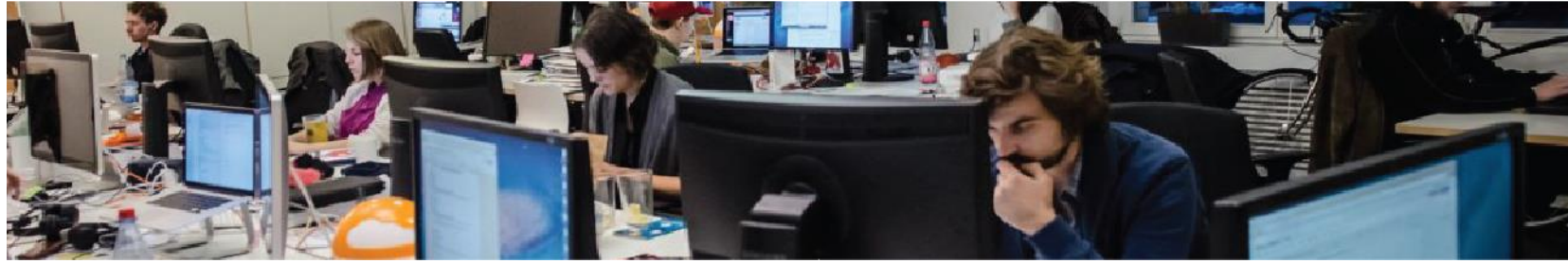
- **Objectives/Action Steps:**

- Objectives support goals
- Action steps support objectives
- Each action step has a deadline and a staff member tasked with completion

- **Performance Measures:**

- 5 measures with targets in the City's Strategic Plan
- 13 additional measures in the departmental plan

HIGHLIGHTS



Goal 1 – Business Development

- Objective: Revise City of Denton Economic Development Incentive Policy and application
- Objective: Enhance existing business retention and expansion program

Goal 2 – Entrepreneurship

- Objective: Encourage business participation in the S.H.O.P. Denton, Small Business Saturday, and National Small Business Week programs and events

Goal 3 – Workforce Development

- Objective: Coordinate Denton Workforce Development Consortium meetings

Goal 4 – Community Relations

- Objective: Contribute a regularly scheduled column to the *Denton Business Chronicle*
- Objective: Create a video series for DTV and YouTube on economic development in Denton

KEY POINTS



- Department is committed to transparency, accountability, responsiveness, collaboration, and efficiency
- Plan reflects a comprehensive economic development program focusing on business development, entrepreneurship, workforce development, and community relations



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