

# GROWING A GREATER SPRINGFIELD FIVE-YEAR STRATEGIC PLAN

## ORGANIZATIONAL OBJECTIVES

Our collective organization is dedicated to building a vibrant community for our citizens, businesses and future generations.

### FOUR-YEAR VISION

Our four-year vision is to strengthen our organization, build stronger partnerships and elevate Greater Springfield in terms of economic vitality, community vibrancy and quality of life.

To contribute to this aspiration, we will be focused on:

- Promoting economic growth and prosperity for the Greater Springfield region
- Attracting new businesses and good-paying jobs
- Advancing overall quality of life for residents and workers
- Creating a climate of success and expansion for local businesses
- Attracting visitors to Greater Springfield by creating community events and a vibrant downtown experience thereby maximizing local economic impact

## 8 STRATEGIC PILLARS

### 1 CREATING A COALITION OF THE WILLING

**OBJECTIVE:** Work as a catalytic partner to lead and bring together the collective leadership, resources and energy of willing public and private partners to accomplish great things for Springfield and Clark County.

**PRIORITIES & FOCUS:**

- 1 Contribute to a strong, shared and motivating vision
- 2 Establish clear goals
- 3 Build partnerships at the leadership level
- 4 Renew spirit of collaboration and supportiveness
- 5 Build a unifying and transparent approach
- 6 Aggregate resources and participation
- 7 Embrace new leadership and plans
- 8 Establish Growth Partnership as the overarching organizational identity

### 2 CHAMPION KEY COMMUNITY INITIATIVES

**OBJECTIVE:** Actively participate and support major “dream big” transformational initiatives, working in partnership with organizations and businesses.

**PRIORITIES & FOCUS:**

- Momentum22
- SpringForward
- Greater Springfield Moving Forward
- Clark County Convention Facilities Authority
- Young Professionals of Greater Springfield
- Legislative & Issues Impact Program

## 3 BUILD THE ECONOMIC ENGINE

**OBJECTIVE:** Drive sustainable economic growth by attracting, supporting and cultivating new and expanding businesses through proactive company solicitation, funding, workforce provision and relocation support.

### PRIORITIES & FOCUS:

- 1 Pursue New Businesses
  - Continue aggressive business targeting, solicitations and cultivation
  - Focus on key target industries
  - Develop target areas of community (72/I-70, PrimeOhio, Nextedge, New Carlisle)
- 2 Retain & Expand Existing Businesses
- 3 Conduct In-Depth SWOT Analysis, Collect Data & Develop Strategic Plan

## 4 CULTIVATE THE LOCAL WORKFORCE

**OBJECTIVE:** Cultivate and match a skilled workforce with the skills and positions required by Greater Springfield's evolving business community. Educate and prepare workers for career opportunities; identify skills and attract talent to support local businesses.

### PRIORITIES & FOCUS:

- 1 Recruit & Retain Skilled Workforce
  - Skills matching and development
  - Encourage skilled trades as a career path
- 2 Integrate Businesses Into Schools
- 3 Develop A Community-Wide Roadmap For Future Talent
  - Develop roadmap for future talent
  - Diversity essential and should be nurtured
- 4 Influence Education Policy
- 5 Provide Means Of Job Availability Visibility

## 5 ENABLE LOCAL BUSINESS SUCCESS

**OBJECTIVE:** Support local businesses, large and small, in their growth and expansion aspirations through supportive services, expansion assistance, marketing and advocacy activities.

### PRIORITIES & FOCUS:

- Advocate on behalf of local businesses
- Intensify efforts to retain and expand local businesses
- Provide support efforts and resources
- Help small businesses thrive through effective marketing and networking
- Create coaching system/success resources

## 6 HEALTHY, THRIVING CHAMBER MEMBERSHIP

**OBJECTIVE:** Support members of The Chamber of Greater Springfield through an in-depth understanding of their business needs, actively advocating on their behalf and by providing services and programs that help them save, network and learn in order to advance their success.

### PRIORITIES & FOCUS:

- 1 Improve image and identity
- 2 Retool value proposition
- 3 More inclusive/focus on small business
- 4 Enhance networking/marketing
- 5 Reach out to young professionals
- 6 Better equip ambassadors

## 7 ENHANCE QUALITY OF LIVING

**OBJECTIVE:** Make Greater Springfield and Clark County a more attractive place for individuals and families to call home by providing a safe, inviting, enjoyable and affordable community.

### PRIORITIES & FOCUS:

- 1 Housing and living communities
- 2 Retail/dining areas
- 3 Promotion of Springfield as a living destination
  - Improvement of gateways as "front door" to city
  - Address transportation issues
- 4 Downtown revitalization as a central strategy
- 5 Arts, recreation, outdoor and event promotion

## 8 AN ATTRACTIVE DESTINATION FOR FUN & ENTERTAINMENT

**OBJECTIVE:** Promote tourism and local resident patronage to elevate the Greater Springfield experience... attract new visitors to enjoy the events, destinations, dining, shopping and outdoor environments, all to bring joy to life and contribute to the economic vitality of our community.

### PRIORITIES & FOCUS:

- 1 Promote destinations, events and activities
  - Within and outside of community
- 2 Community branding and marketing arm
  - Help guide important downtown initiatives including wayfinding, community art and downtown programming
- 3 Sell community to community