

City of Archdale

Economic Development Strategic Plan (2018-2023) & Year One Implementation Plan (2018-2019)

**Economic Positioning Statement/Vision:** In 2028 Archdale has experienced positive community growth and continues to be a safe and attractive community that offers opportunities for everyone, with a diverse economy which has resulted from forward thinking local leaders who capitalized on its convenient location, affordable cost of living, and excellent municipal services. The high quality of residential development is unique to the region with neighborhoods that are connected to recreational amenities, shopping, and other commercial offerings. The City’s “village square” with adjacent businesses and greenspaces is a source of pride for the citizens of Archdale and a destination for visitors.

**Five-Year Economic Development Strategic Plan and Year One Implementation Plan:**  
 The City of Archdale *five-Year Economic Development Strategic Plan* is built upon the Community Economic Development Strategies shown below. Its **Year One Implementation Plan** shown below focuses on goals and objectives, as well as actions/projects and tasks (grouped by strategy) designed to make the City more economically vibrant.

COMMUNITY ECONOMIC DEVELOPMENT STRATEGIES

<p><b>Strategy Area 1: Economic Diversification</b></p>	<p><b>Strategy Area 2: Growth Management</b></p>	<p><b>Strategy Area 3: Creating a Sense of Place</b></p>
<p><b>GOAL:</b> Encourage a diverse variety of businesses and development that adds to the character and economic health of the City.</p> <p><b>Objective 1.1:</b> Develop public policies, studies, plans, and strategies that promote a healthy mix of Commercial, Industrial, and Service Oriented businesses.</p> <p><b>Action 1:</b> Utilize the site matrix of potential development sites in (or near) Archdale to determine types of improvements needed to increase marketability and development potential of sites.</p>	<p><b>GOAL:</b> Capitalize on opportunities presented by new development by mitigating negative consequences of growth and ensuring the City remains an attractive and desirable location for residents, businesses, and visitors.</p> <p><b>Objective 2.1:</b> Develop a comprehensive plan for what the citizens of Archdale want the community to look like in the future in relation to; appearance, intensity, and character of development, traffic patterns, and other physical design characteristics.</p>	<p><b>GOAL:</b> Create an inviting community and an attractive area with greenspaces, small businesses, and other attractions that is unique and sets the City apart, where residents can gather as a Community and people want to visit.</p> <p><b>Objective 3.1:</b> Develop a conceptual and visual rendering of a community gathering area, including recreation, greenspace, small businesses, and pedestrian oriented amenities.</p>

<p><b>Action 2:</b> Form a task force to develop a plan that includes identification of sites, improvements needed, and actions for implementation.</p> <p><b>Action 3:</b> Research methods and programs other communities have utilized to attract; 1. sit-down restaurants, 2. High-tech, and other growth industries, and 3. medical oriented offices.</p> <p><b>Objective 1.2:</b> Continue to support organizations (Chamber of Commerce, Small Business Center, and Small Business and Technology Development Center) that provide services to the local business community.</p> <p><b>Action 1:</b> Explore ways to support annual festivals and events that attract citizens and visitors and encourage spending in the local economy.</p>	<p><b>Action 1:</b> Incorporate comprehensive plan recommendations in to development policies.</p> <p><b>Objective 2.2:</b> Utilize bicycle and pedestrian plan to determine how existing (and future) commercial and residential development can be integrated and connected to recreation, shopping, and other community amenities.</p> <p><b>Action 1:</b> Review and prioritize recommendations in Plan that relate to development policies develop implementation strategies and timelines.</p>	<p><b>Action 1:</b> Identify scope of work for developing rendering for Community gathering area in preparation for contacting possible service providers</p> <p><b>Objective 3.2:</b> Create a well-defined <i>brand</i> that differentiates Archdale from other communities with the intent of promoting its unique qualities and making Archdale a more desirable location, to work, live, and visit.</p> <p><b>Action 1:</b> Develop a concise set of goals that a branding campaign should achieve (e.g. bring new investment, grow tourism, increase revenue, etc.)</p>
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**NOTES: Implementation Steps: 1. Steering Committee Completes Action Planning and Finalizes Draft Plan 2. Present Plan to Town Board for consideration and approval 3. Create Implementation Team 4. Present Plan to Community Stakeholder Groups and identify implementation partnerships 4. Implement Plan!**