

Pollocksville Economic Development Implementation Plan

Economic Positioning/Vision: Pollocksville: A historic community positioned as the commercial center of Jones County and THE preferred place for people to live, play, and prosper

DOWNTOWN REVITALIZATION	APPEARANCE / AESTHETICS	RECREATION / PARKS / WATER ACCESS
<p>Goal: Reinvigorate activity in the downtown area</p> <p><i>Objective #1.1: Identify 2 businesses that can be recruited to downtown</i></p> <p><i>Objective #1.2: Communicate the story of Downtown Pollocksville by 2019</i></p>	<p>GOAL: Improve the town’s aesthetic quality to make a positive and lasting impression on residents and visitors</p> <p><i>Objective #2.1: Take before/after photos to track progress</i></p>	<p>Goal: Develop a town park</p> <p>Goal: Promote recreational activities that capitalize on the town’s opportunities</p> <p><i>Objective #3.1: Construct a town park by 2022</i></p> <p><i>Objective #3.2: Determine number of people using boat ramp</i></p>
<p>Action: Brainstorm to identify businesses that could be recruited to downtown</p> <p>Task: Survey and analyze local market</p>	<p>Action: Identify properties that need assistance</p> <p>Task: Generate a list of properties along main thoroughfare that need a facelift</p>	<p>Action: Develop the scope of work for the park</p> <p>Task: Decide who will put together the park proposal</p>
<p>Action: Identify contacts at local community colleges that can assist entrepreneurs with the development of business plans</p> <p>Task: Work with appropriate officials</p>	<p>Action: Develop a façade improvement grant program</p> <p>Task: Research other towns’ efforts with façade improvement programs</p>	<p>Action: Determine how much land is needed for the park</p> <p>Task: Locate property that can accommodate the proposed park</p>
<p>Action: Develop a communication plan for downtown revitalization efforts</p> <p>Task: Contact state Main Street Center for assistance on plan development</p>	<p>Action: Coordinate a semi-annual cleanup day</p> <p>Task: Set date, recruit volunteers</p>	<p>Action: Determine cost (including maintenance and ongoing costs) of the park</p> <p>Task: Identify potential funding sources</p>
	<p>Action: Research organizational options for accomplishing cleanup efforts</p> <p>Task: Seek to form a legal entity to work with property owners and the town</p>	<p>Action: Find out how Wildlife Resources Commission tracks boat ramp usage</p> <p>Task: Contact Wildlife Resources Commission</p>
	<p>Action: Develop a communication plan for town’s cleanup efforts</p> <p>Task: Research and explore what other towns are doing to communicate appearance endeavors</p>	<p>Action: Promote Pollocksville as a kayaking destination</p> <p>Task: Contact local kayaking groups</p>

The *goals*, *objectives*, *actions*, and *tasks* refer to the following definitions:

Goals...

...are general guidelines that explain what you want to achieve – they are usually long-term and represent global visions, such as “grow the local economy”

Objectives...

...define strategies or implementation steps to attain the identified goals. Unlike goals, objectives are specific, measurable (number, timeframe, percentage), and may have a defined completion date

Actions...

...often, each objective is associated with a series of actions. Therefore, implementing a strategic goal typically involves implementing a series of actions along the way

Tasks...

...a step by step list that will help you accomplish each action, usually achievable in 1 year