

# West Milton Community Improvement Corporation

## Strategic Action Plan

*Adopted: October 13, 2000*

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### Mission Statement

*The mission of the Community Improvement Corporation of West Milton, Ohio is to promote and retain managed and orderly growth for the West Milton community and to create and maintain an environment that will be conducive to a high quality of life.*

GOAL	TACTIC	RESPONSIBILITY
<i>Increase marketing efforts</i>	• Develop a marketing plan	<ul style="list-style-type: none"> <li>• Entire CIC Membership</li> <li>• Staff from the Center for Public Management and Regional Affairs will assist the CIC in marketing efforts</li> </ul>
	• Develop marketing materials	
	• Develop web page	
	• Explore fundraising efforts to hire a full-or part-time director and/or investigate options for industrial marketing and sales	
<i>Increase retention and expansion efforts</i>	• Begin a business visitation program (one visit per month)	• Three-person team: one from CIC, one from Village, and one person from Chamber; CIC members will participate on a rotating schedule
	• Invite business owners to CIC monthly meetings	• Entire CIC Membership
	• Explore joint "Business After Hours" with Chamber of Commerce	• CIC and Chamber of Commerce members
<i>Encourage and support new development opportunities</i>	• Increase public awareness of development process through newsletter, mass mailing, survey, or other means of communication	• Village Manager
	• Support the orderly growth and expansion of municipal boundaries	• Entire CIC Membership
	• Broaden the economic base to include more housing, retail, commercial, and light industrial	• Entire CIC Membership

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GOAL	TACTIC	RESPONSIBILITY
<i>Be an effective advocate for development in West Milton</i>	<ul style="list-style-type: none"> <li>Publish general material on the CIC</li> </ul>	<ul style="list-style-type: none"> <li>Volunteer members of the CIC</li> </ul>
	<ul style="list-style-type: none"> <li>Increase public awareness on the positive activities of the CIC</li> </ul>	<ul style="list-style-type: none"> <li>Entire CIC Membership</li> </ul>
	<ul style="list-style-type: none"> <li>Offer strategic initiatives to encourage growth and retention; take advantage of municipal tax abatements and incentives</li> </ul>	<ul style="list-style-type: none"> <li>CIC, in cooperation with Village officials</li> </ul>
	<ul style="list-style-type: none"> <li>Work with Village of West Milton Council members to encourage the support of strategic initiatives</li> </ul>	<ul style="list-style-type: none"> <li>CIC, in cooperation with Village officials</li> </ul>
	<ul style="list-style-type: none"> <li>Work with service clubs and community organizations to make them aware of the CIC activities and efforts (give presentations, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>CIC, in cooperation with the Rotary, Lions, and similar groups</li> </ul>
	<ul style="list-style-type: none"> <li>Have a presence at local festivals, the triathlon, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Volunteer members of the CIC</li> </ul>
<i>Actively participate in regional economic development opportunities</i>	<ul style="list-style-type: none"> <li>Be aware of and seek out other regional economic development opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Entire CIC Membership</li> </ul>
	<ul style="list-style-type: none"> <li>Participate in website of available Miami County properties</li> </ul>	<ul style="list-style-type: none"> <li>Village Manager</li> </ul>
	<ul style="list-style-type: none"> <li>Participate in the I-70/75 Corridor Association</li> </ul>	<ul style="list-style-type: none"> <li>Entire CIC Membership</li> </ul>
	<ul style="list-style-type: none"> <li>Develop Ambassador Program</li> </ul>	<ul style="list-style-type: none"> <li>Entire CIC Membership</li> </ul>
<i>Support efforts to improve community's infrastructure</i>	<ul style="list-style-type: none"> <li>Publicly support and endorse levies</li> </ul>	<ul style="list-style-type: none"> <li>One member of CIC will take lead in coordinating efforts</li> </ul>
	<ul style="list-style-type: none"> <li>Support expansion and development of public recreational facilities (master park plan) through fundraising and implementation efforts</li> </ul>	<ul style="list-style-type: none"> <li>Coordinate efforts with Park Board</li> </ul>
	<ul style="list-style-type: none"> <li>Support enhancement of community's telecommunications infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>Will be assigned as issues arise</li> </ul>
	<ul style="list-style-type: none"> <li>Support the historic central business district's preservation and enhancements (construction expected in 2003)</li> </ul>	<ul style="list-style-type: none"> <li>Will be assigned as issues arise</li> </ul>

*The preparation of this Strategic Action Plan was assisted by the Center for Public Management and Regional Affairs at Miami University. This effort was funded, in part, as part of a University Center grant of the Economic Development Administration (United States Department of Commerce).*

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