

Fiscal Year	Objective	Strategy	Action	Department (Public)	Partners, Tools & Resources	Benchmark/Metric	Status
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FY 2016-17	EDSP 2017-2022 Work Plan	Continue and expand the work of the EDSP	Review EDSP for changes, trends, etc. Update demographic data	ED			Complete
	EDSP 2017-2022 Work Plan	Continue and expand the work of the EDSP	Create 2022 Work Plan based on EDSP and Davidson Game Plan	ED; Administration			Complete
	EDSP 2017-2022 Work Plan	Continue and expand the work of the EDSP	Communicate with Town Board on progress and activities (2 work sessions)	ED; Administration			Pending
	EDSP 2017-2022 Work Plan	Continue and expand the work of the EDSP	Establish baseline values for benchmarks/metrics; Identify staff for data gathering.	ED; Administration	Town Departments	Quarterly/Bi-annual Benchmark report to Town Board	Pending
	EDSP 2017-2022 Work Plan	Continue and expand the work of the EDSP	Monitor, evaluate and report trend lines – report at an Annual Business Summit meeting (2017 Inaugural)	ED; Administration	LKN EDC; Chamber; VLN	Meeting Attendance	Pending
	SBE	Expand SBE and Entrepreneurship	Press release and town website information regarding SBE initiatives	ED; PIO		Website Analytics	Pending
	Town Hall	Assist with facilitation of Public Facilities, including downtown parking	Assist in completing assessments for space needs and parking	ED; Administration	Steering Committee; Consultant Team	Completion and execution of plan	Pending
	BRE	Expand/formalize BRE process	Coordinate with LKNEDC; Review/revise space inventory; Create inventory map of each targeted area	ED; Planning	LKN EDC	Adoption of new BRE Program; more detailed data from visits	In progress

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FY 2017-18	EDSP 2017-2022 Work Plan	Continue and expand the work of the EDSP	Research Best practices for SBE	ED	LKN EDC; Mecklenburg County ED; Edward E. Lowe Foundation; Kaufman Foundation	New Business Licenses; Commercial Space Occupancy; Commercial Tax revenue growth	In process
	EDSP 2017-2022 Work Plan	Continue and expand the work of the EDSP	Monitor, evaluate and report trend lines – report at an Annual Business Summit meeting	ED; Administration	LKN EDC; Chamber; VLN	Meeting Attendance	Pending
	SBE	Expand SBE and Entrepreneurship	Ongoing Social Media Plan	ED; PIO		Social Media Analytics	In process
	SBE	Expand SBE and Entrepreneurship	Expand collaborations with PiES and Davidson College; Connect students & businesses - internships	ED; Administration	LKN EDC; Davidson College; PiES	Formalized partnership and/or program	Pending
	BRE; SBE	Expand SBE and Entrepreneurship	Identify key leaders in each primary industry/major employer; host private event at Annual Summit	ED; Administration	LKN EDC	Attendance at meetings and/or events	Pending
	Attraction; BRE	Development in East Davidson and other targeted economic areas	Davidson East SAP; inventory land in each area for development; update maps/data	ED; Planning	LKN EDC	Ongoing Land/Space inventory; Business and development leads.	Pending
	Tourism	Expand Tax Revenue and Turbo-Tourist through visitor efforts	Inventory assets and create/update tour guide; Collaborate with hotels; joint initiatives with VLN	ED; PIO	VLN	Increased visitors; increased food, beverage and lodging tax revenues	Pending

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FY 2018-19	EDSP 2017-2022 Work Plan	Continue and expand the work of the EDSP	Review and consider of expansion of public transparency/engagement (e.g. Open Town Hall)	ED; PIO	Open Town Hall	Questions and posts from Public	Pending
	EDSP 2017-2022 Work Plan	Continue and expand the work of the EDSP	Monitor, evaluate and report trend lines – report at an Annual Business Summit meeting	ED; Administration	LKN EDC; Chamber; VLN	Meeting Attendance	Pending
	Tourism; Retail	Expand Tax Revenue and Turbo-Tourist through visitor efforts	Coordinate and schedule hotels, merchants with special events; expand food tours, and other events via social media	ED; PIO	VLN	Increased visitors; increased food, beverage and lodging tax revenues	Pending
	Retail	Grow & sustain vitality of retail and restaurants.	Monitor health by inventory sales; Collaborate with Farmer's Market/Food Trucks for new start-up opportunities	ED; PIO	Farmer's Market Food Truck	Increased sales, food & beverage tax revenues	Pending

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FY 2019-20	EDSP 2017-2022 Work Plan	Continue and expand the work of the EDSP	Monitor values for benchmarks/metrics; Identify staff for data gathering.	ED; Administration	Town Departments	Quarterly/Bi-annual Benchmark report to Town Board	Pending
	EDSP 2017-2022 Work Plan	Continue and expand the work of the EDSP	Monitor, evaluate and report trend lines – report at an Annual Business Summit meeting (2017 Inaugural)	ED; Administration	LKN EDC; Chamber; VLN	Meeting Attendance	Pending
	SBE	Expand SBE and Entrepreneurship	Press release and town website information regarding SBE initiatives	ED; PIO		Website Analytics	Pending
	Tourism; Retail	Expand Tax Revenue and Turbo-Tourist through visitor efforts	Coordinate and schedule hotels, merchants with special events; expand food tours, and other events via social media	ED; PIO	VLN	Increased visitors; increased food, beverage and lodging tax revenues	Pending
	Retail	Grow & sustain vitality of retail and restaurants.	Monitor health by inventory sales; Collaborate with Farmer's Market/Food Trucks for new start-up opportunities	ED; PIO	Farmer's Market Food Truck	Increased sales, food & beverage tax revenues	Pending

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FY 2020 - 2022	EDSP 2017-2022 Work Plan	Continue and expand the work of the EDSP	Monitor values for benchmarks/metrics; Identify staff for data gathering.	ED; Administration	Town Departments	Quarterly/Bi-annual Benchmark report to Town Board	Pending
	EDSP 2017-2022 Work Plan	Continue and expand the work of the EDSP	Monitor, evaluate and report trend lines – report at an Annual Business Summit meeting (2017 Inaugural)	ED; Administration	LKN EDC; Chamber; VLN	Meeting Attendance	Pending
	Attraction; SBE	Expand SBE and Entrepreneurship	Press release and town website information regarding SBE initiatives	ED; PIO		Website Analytics	Pending