

Enterprise Punta Gorda Strategic Plan Summary

Enterprise Punta Gorda 2008 Strategic Plan (1-8-08)

Goal	Expected Outcome	Persons Accountable	Timeframe								
			12/31/2007	3/31/2008	6/30/2008	9/30/2008	12/31/2008	6/30/2009	12/31/2009	6/30/2010	
Recruit businesses to PG in a manner consistent with EPG mission	Increase # of new bus. in Punta Gorda	Ron T.	Ongoing----->								
Oversee implementation of Mainstreet per state guidelines, practices	Mainstreet succeeds	Ron T, Mainstreet Bd Mainstreet Prog Mgr	Ongoing----->								
Fill EPG board slots (to 11) while increasing diversity of board	EPG board will have 11 members representative of the community	EPG Board		XX							
Support PG Chamber w/ demographic study, including retail analysis	Demog study complete	John W, Ron T		XX	Ongoing----->						
Evaluate economic development incentives for attracting business to PG	Make recommendations to City Council for economic incentives	Ron T, City Mgr		XX							
Work with partners, including FGCU to create small business development center in PG	Plan for bus. devel ctr reviewed by EPG Board	Ron T			XX						
Complete "Destination PG" Marketing plan which includes: --Clarify "brand" --Develop marketing materials --Outline marketing approach	"Destination PG" plan completed	Ron T., local partners					XX	Ongoing----->			
Develop plan for long range funding of Enterprise Punta Gorda	Plan complete, Okayed by EPG board	EPG Board				XX					
Complete marketing plan, develop marketing materials for higher wage businesses	Higher wage bus. mktg. plan, materials complete	Ron T, Charlotte Co Econ Devel Office, PG Chamber				XX					
Research downtown Punta Gorda transportation system	Plan for developing PG transp. presented to EPG Board	Ron T				XX					
Investigate possible art overlay dist	EPG board minutes reflect discussion of possible artist overlay	Ron T, EPG Board						XX			