

**ECONOMY AND TOURISM  
IMPLEMENTATION MEASURES  
2014 COMPREHENSIVE PLAN**

<b>GOALS</b>	<b>WHO COULD HELP ?</b>	<b>REQUIRED RESOURCES</b>
1) Implementation Measures		
<b>GOAL 1: Create Educated Workforce</b>		
1) Create Tourism Readiness Com. to inventory training opportunities and identify gaps	Business Association / School	
2) Seek funding to establish training programs	Commission based grant-writer	
Develop Certification Program	School- / Business Association	
3) Seasonal events to inform front-line personnel about community events	ORDA – NEWS BLAST GROUP Business Association/ ROOST	
Inform community of upcoming events	ROOST-establish “Newsblast group” Business Association	
Use new technologies / social media	ROOST / Business Association	
Increase awareness of where people can obtain information about community	Business Association/ ROOST Young Professionals	

events	Create newsblast group	
<b>GOAL 2: Promote the area as eco-friendly</b>		
1) Education programs focusing on eco-friendly practices and services	Environment Club / Newly created Environment Council-	
Award businesses for implementing green practices	Environment Council	
Enhance waterfront access and run water based events that coordinate with environmental concerns	(kayak rack) ROOST / Parks	
2) Remind Visitors / Residents where they can find event information	NEWS BLAST GROUP- ad hoc	
Utilize social media		
Develop a Master Plan for marketing	ROOST- Roundtable /with Business Association	
3) Assess the area where internet connections are available	Consultant- IT	grant
Research costs and funding to create internet capability	IT Consultant	
<b>GOAL 3: GROW AND SUSTAIN THE WORKFORCE</b>		
1) Encourage "under 40" group to	ALL	

participate on committees		
Encourage local educational institutions Development mentorship and training opportunities	School / Business Association	
Identify specific training needs and tailor educational offerings to meet them	School- shared decision?	
<b>GOAL 4: HELP SMALL BUSINESSES TO DEVELOP</b>		
1) Establish an Economic Development Committee to enhance business to business events and develop shared resources	Ad Hoc Ec Development Committee- Young Professional	
<b>GOAL 5: Maintain a dynamic business district</b>		
1)Work to develop a BID	Business Association Ad Hoc Committee	
Maintain cleanliness of public restrooms	Village Board	
2) Encourage merchants in different areas to meet and discuss common issues	Business Association- Roundtable	

Consider commercial activities that compliment the business district		
3) Encourage cross promotion of sales and events	NEWS BLAST	
<b>GOAL 6: PROMOTE SHARING OF SERVICES AND OFFICE SPACE</b>		
1) Create an Economic Development Committee to assess interest and work toward sharing “like” office needs	Ec Dev Committee Young Professional	
Identify underutilized spaces and examine usage potentials	Ec Dev Committee Young Professional	
Encourage spending money to save money as a “win-win” situation	????	