

# Economic Development Task Force

## Short-Term Goals/Recommendations

- Resolve the Town Center Plan Update- **Completed**
- Identify City's Assets - **Completed**
- Develop and implement a branding message campaign
- Stimulate job growth and investment of non-retail business interest
- Upgrade existing website to include Economic Development component **Underway**
- Invite outside advisors (speakers, representatives of various entities or other communities), both local and nationally recognized experts - **Underway**