



ECONOMIC DEVELOPMENT COUNCIL HAINES CITY FLORIDA



Strategic Plan 2022 - 2026

Our Mission is to enhance economic opportunity for the City and the businesses within. We do this by assisting new and existing businesses with relocations and/or expansions, while growing our community's financial base through thoughtful and strategic development initiatives.

STRATEGIC PRIORITIES

- Define the unique Haines City value proposition.
- Recruit and build a pipeline of city leaders.
- Focus on industrial growth and preservation.
- Build a plan for use of the rail spur.
- Improve communications.
- Advocate for and support a plan for improved road infrastructure.
- Support current and new business needs for an appropriately skilled workforce.
- Develop the resources needed to support the above strategic priorities.



STRATEGIC GOALS

- 1. Create Economic Growth of Haines City.**
 - ✓ Create the unique Haines City value proposition
 - ✓ Create a list of target industries and businesses
 - ✓ Refine the unique Haines City value proposition
 - ✓ Build a plan for use of the rail spur
 - ✓ Advocate for the City to update the CityView Plan with a mindset of industrial growth and preservation
 - ✓ Maximize the use of underutilized parcels
 - ✓ Capitalize on publicly owned land
 - ✓ Offer technical assistance/ consulting services to industrial business
- 2. Build the Resiliency and Sustainability of Haines City and the HCEDC.**
 - ✓ Hire additional HCEDC staff
 - ✓ Build the HCEDC to thrive
 - ✓ Advocate for and support a plan for improved road infrastructure
 - ✓ Promote the nexus of economic development and transportation
 - ✓ Build a pipeline of city leaders
 - ✓ Diversify targeted industry
 - ✓ Support current and new business workforce needs
 - ✓ Continue long range planning
- 3. Strengthen Communications and Outreach**
 - ✓ Provide economic development education
 - ✓ Deploy marketing and communications strategy
 - ✓ Diversify HCEDC membership
 - ✓ Diversify and increase communications
 - ✓ Leverage relationships and strengthen partnerships
 - ✓ Develop inter-organizational collaborative opportunities