

STRATEGIC PLAN CHECKLIST

STAFF ONE YEAR GOALS

STAFF FIVE YEAR GOALS

BOARD OF DIRECTORS  
ONE YEAR GOALS

BOARD OF DIRECTORS  
FIVE YEAR GOALS



## STAFF ONE YEAR GOALS

- ✓ Director's Report should cover information pertinent to business recruitment, retention, and expansion efforts. Director may remain vague if asked by potential business for confidentiality. Start February 2023.
- \_\_\_ Collect housing inventory and demographics for Macon County by June 2023. Update inventory/demographic list quarterly.
- \_\_\_ Update a local/regional contractor list. Send out personal invitations to visit Macon County by September 2023. Update and invite yearly.
- \_\_\_ Coordinate with respective entities to start acquiring property for future housing development. Should begin no later than July 2023.
- \_\_\_ Support a countywide communication hub by collecting all contact information for all active organizations in Macon County. Work with the Macon Area Chamber of Commerce.
- \_\_\_ Publicize the countywide community calendar produced by the Macon Area Chamber of Commerce.
- \_\_\_ Partner with communities and organizations to promote quality of life improvements and updates in the county.



## STAFF FIVE YEAR GOALS

- \_\_\_ Complete a 6-8 unit apartment complex in by December 2027.
- \_\_\_ Complete 10-15 single family housing units by December 2027.
- \_\_\_ Open new childcare facility in Macon County by December 2027.
- \_\_\_ Complete road project in Industrial Park by December 2027.
- \_\_\_ Relocate two businesses to the Industrial Park by December 2027.
- \_\_\_ Work with schools to track graduates for up to ten years post graduation through alumni associations, etc. Initiate 2023 graduating class.
- \_\_\_ Update 8th grade class essays through targeted questions. Initiate in September 2023.
- \_\_\_ Collate and select 30 essays for further student contact. Initiate in spring 2025 with first round of 8th graders listed above.
- \_\_\_ Each board member should select two essays and contact that student at least once each year until they graduate. (contact made through school)
- \_\_\_ Complete a green space in downtown Macon by December 2027.
- \_\_\_ Assist in the identification of a site for a future community center for kids in Macon County by December 2027.
- \_\_\_ Train board on membership/investment fundraising by December 2023.
- \_\_\_ Coordinate board member visits to five potential business investors where board members have a connection. Board members then encourage them to become member-investors. Begin no later than 1st quarter 2024.
- \_\_\_ Board members email Director after business visits. Director must make follow-up visits within two months.

## BOARD OF DIRECTORS ONE YEAR GOALS

- ☒ Redo Mission Statement by July 2023
- ☐ Update bylaws draft by July 2023
- ☐ Appoint board member as liaisons to key investors by August 2023
- ☐ Liaisons will meet with investors to discuss goals, funding, suggestions, and answer questions. Complete during 3rd & 4th quarters of 2023
- ☐ Liaisons attend meetings of various organizations to remain aware of what key investors are doing and to cultivate advantageous growth for everyone. Begin by 4th quarter of 2023. Complete annually.
- ☐ Implement new bylaws by January 2024



## BOARD OF DIRECTORS FIVE YEAR GOALS

- \_\_\_ Review bylaws every three years (next review done by January 2026)
- ✓\_\_\_ Review and approve the strategic plan by January 31, 2023
- ✓\_\_\_ Publicize strategic plan and its goals to the different partners, investors, and stakeholders. Should publicize by June 2023.
- \_\_\_ Collect and recruit local risk takers to be involved with the work being done by December 31, 2023
- \_\_\_ Partner with businesses and communities to identify youth who can be encouraged to take part in community organizations and committees. Should start no later than January 2024