



CITY OF CENTERVILLE

2022 – 2023 EDA STRATEGIC PLAN

APRIL 20, 2022

ECONOMIC DEVELOPMENT AUTHORITY

Guiding Principles

- We are facilitators of economic growth and stability
- We embrace our rich and diverse points of view
- We are all on the same team, working for the benefit of the city

Scope

- Authority to promote and sustain economic development, redevelopment.

EDA mission

- Provide assistance to our local businesses or businesses locating to the city of Centerville that will encourage investment in the community to enhance the lives of our citizens.

2022 – 2023 STRATEGIC PLAN GOALS



- Guide Redevelopment
- Spur New Development
- Increase Business Engagement
- Market & Promote our City
- Placemaking

GUIDE REDEVELOPMENT



Source: 2006 Map from Centerville Comprehensive Plan



Leverage Revitalization Grants



Promote Revolving Loan and Façade Grant Program



Shift Downtown Plan to Waterfront Focus



Develop Business Incentives Toolkit (TIF, Tax Abatement, etc.)



Infrastructure Investment: Streetscaping, Parking, etc.



Prioritize Sites for Investment



Gauge Property Owner Interest in Redevelopment

The map shown above is for illustration purposes only, and does not in any way suggest that downtown Centerville will develop as imagined in the illustration above.

SPUR NEW DEVELOPMENT



- Intentional Outreach to Desired Businesses
- Engage with Vacant Property Owners & Real Estate Agents
- Assist with Market Studies
- Promote Shovel-readiness

INCREASE BUSINESS ENGAGEMENT

Business Appreciation

- Annual Awards Ceremony
- Sponsorship Recognition
- Continue to Strengthen Partnerships
- Ground Breakings, Ribbon Cuttings

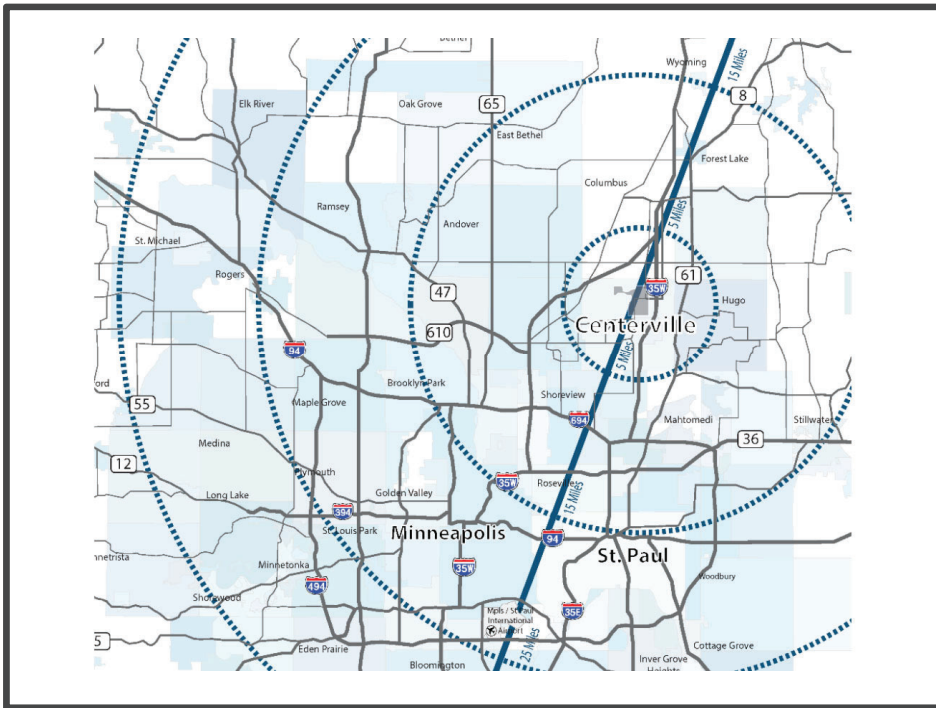
Shop Local Campaign

- Holiday Markets
- Encourage Incentives for Shopping Local & Using Mobile App
- Encourage Discounts for Veterans

Outreach

- BRE Visits
- Continue Business-Centered Email Blasts
- Promote City Mobile App
- Highlight Fete des Lacs Opportunities

MARKET & PROMOTE OUR CITY



- Establish Prominent Website & Social Media Presence: expand business directory, property listings, etc.
- Create/Revise Marketing Materials: brochures highlighting community assets and city-owned properties; EDA packet for potential businesses, Increase Participation in CenterStage and Blue Logo Sign Programs
- Continue to Strengthen Relationships with Agency Partners: DEED, HBA, Quad Area Chamber, and ACRED
- Continue Investments in Main Street Beautification and Promotional Items

PLACEMAKING EXAMPLES



Creative Destinations
Community Driven
Inclusive
Transformative





■ END