

# YOUR COMMUNITY'S GOALS

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The following six major types of goals encompass most areas. The examples are provided to stimulate thinking and discussion. After a group process has taken place and many goals are collected, they should be prioritized based on the vision statement. Then a solid strategic plan can be produced.

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## RANK GOALS

### A: GROWTH GOALS

*For Example:*

1. Retain and expand existing industry \_\_\_\_\_
2. Boost retail sales locally \_\_\_\_\_
3. Build more housing \_\_\_\_\_
4. Other \_\_\_\_\_

### B: DEVELOPMENT GOALS

*For Example:*

1. Diversify the economic base \_\_\_\_\_
2. Create a community foundation \_\_\_\_\_
3. Train new community leaders \_\_\_\_\_
4. Other \_\_\_\_\_

### C: STABILITY GOALS

*For Example:*

1. Stabilize the current economic decline \_\_\_\_\_
2. Increase the rate of reinvestment  
by those with capital \_\_\_\_\_
3. Decrease retail dollar leakage \_\_\_\_\_
4. Other \_\_\_\_\_

### D: SOCIAL GOALS

*For Example:*

1. Preserve the local culture \_\_\_\_\_
2. Enhance public safety \_\_\_\_\_
3. Improve the local justice system \_\_\_\_\_
4. Remove discrimination in lending practices \_\_\_\_\_
5. Other \_\_\_\_\_

E: STEWARDSHIP GOALS

*For Example:*

- 1. Control soil erosion \_\_\_\_\_
- 2. Better manage water resources  
for city and farm uses \_\_\_\_\_
- 3. Plan land use to avoid sprawl \_\_\_\_\_
- 4. Other \_\_\_\_\_

F: BUILD TRUST WITHIN THE COMMUNITY GOALS

*For Example:*

- 1. Conduct an annual town meeting \_\_\_\_\_
  - 2. Do an annual community survey \_\_\_\_\_
  - 3. Go through a strategic planning process \_\_\_\_\_
  - 4. Other \_\_\_\_\_
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