# ACKNOWLEDGEMENT

The Geneva Strategic Plan 2017 outlines efforts the community will undertake over the next five years to improve economic development opportunities and enhance the quality of life of residents. The Strategic Plan was prepared with the assistance of the Alabama Communities of Excellence (ACE) program simultaneously with the development of a long-term comprehensive plan for the City. Thanks to all who took the time to participate in this process. Your input and candid discussion illustrates your commitment to the City of Geneva, Alabama.

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# **COMMITTEES**

## **Economic Development**

Mayor's Office Chamber of Commerce Economic Development Team

# Recreation Mayor's Office Elizabeth Allen Philip Carter Shan Harley Lisa Johnson Mayor Lindsey Tewanna Marks Jay Stough

## **Tourism**

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The Economic and Community Development Department of Alabama Power Company.





City of Geneva, Alabama

5 Year Strategic Plan 2017 - 2021 City of Geneva, Alabama 5 Year Strategic Plan

**Success Indicators** 

Goals

### What must go right? Critical Success Factors • Must leverage existing assets to create an economic environment that provides job opportunities at all skill levels •Truck transportation must How will we achieve the goal? How do we measure our success? be available •Missing services to existing businesses must be Economic identified **Strategies** • Create a list of existing assets in Development Geneva •Identify missing needs and services of •Recruit 1 new business that brings at Provide a climate that creates regional and local businesses and industries •Create an least 20 new jobs by 2018 **Vision Statement** economic opportunities for economic development plan What could hinder success? Geneva, Alabama. Geneva, Alabama, a city Barriers • Not having an economic development plan •Not having targeted business and industries or identifying with Southern Charm, is Geneva's economic niche a thriving destination for economic, recreational, and tourism opportunities. What must go right? Critical Success Factors •Finances must be secured for How will we achieve the goal? facility •Must ensure buy-in from citizens •Must find and **Strategies** •Develop a list of facility funding How do we measure our success? develop or renovate a location for facility Recreation sources, i.e. grants, foundations, etc. •Define Expand and promote need and identify purpose/use of facility •Identify •A multi-purpose facility will be in programs, activities, etc., that will be housed in the new recreational resources operation by December 31, 2019 facility •Survey citizens to determine their desires for that support a healthy What could hinder success? a recreational facility •Identify locations that can be community. purchased and existing building that can be renovated **Barriers** • Challenge of acquiring facility by time line for recreational facility established •City's liability •Disagreement by local officials and citizens on purpose/use • Change in leadership before Mission project is completed Statement Geneva, Alabama, the center of commerce for What must go right? Geneva County and sur-**Critical Success Factors** • Must create activities that rounding areas, enhances will catch the traffic •Accommodations have to be in place the lives of people through How will we achieve the goal? (KOA) for those desiring to lodge in Geneva • Must acquire/ How do we measure our success? comprehensive services and **Tourism** improve directional signage for tourism **Strategies** • Upgrade web site and link to other •30-day project: Collect ideas to Maximize linkages that resources that sustain and tourism sites, i.e., Alabama Tourism Department, promote the rivers and tree •Have promote Geneva's resources improve the quality of life etc, •Identify outdoor suppliers in the area •Explore directional signage to the Junction in place and result in increased lodging possibilities •Create map for directional for citizens, businesses, and by December 31, 2017 What could hinder success? signage placement visitation. visitors. **Barriers** •Not having resources to establish city as a destination place •Not having finances to purchase directional signage