



Economic Development and Transportation Advisory Committee Strategic Plan

Mission Statement (“*What are as the board doing right now*”):

We advise the Town Council in proactively promoting and pursuing retail, culture, entertainment, recreation, transportation, and resources while preserving our Western heritage and aesthetics. Our focus is on fostering a year-round, sustainable economy in alignment with the Town's Strategic Plan and engaging the entire community to meet diverse needs.

Vision Statement (“*What is the overall goal of the board, looking forward into the future*”):

We envision a united Wickenburg, fostering a year-round destination with hometown hospitality and a vibrant collaborative and economic environment. Accomplished through community cohesiveness and resident engagement.

Core Values (“*What are our important decision-making principles*”):

Community Cohesiveness:

- Emphasize the importance of fostering unity and collaboration within the community.
- Encourage a welcoming culture that brings together both "new" and "old" residents.
- Address resistance to change and progress, promoting a shared vision for the future.

Vibrant Hometown Hospitality:

- Prioritize the preservation of Wickenburg's unique identity and western heritage.
- Promote a year-round destination with a vibrant social and economic environment.
- Cultivate a friendly culture, mentality, and attitudes that reflect hometown hospitality.

Smart and Sustainable Growth:

- Advocate for sustainable, managed, and "smart" growth to ensure a healthy economy.
- Align initiatives with the Town's Strategic Plan, ensuring consistency and long-term success.
- Focus on reducing commuting and providing diverse opportunities for residents in leisure, employment, housing, commercial, and services.
- Emphasis as a destination for people to live, work, play, visit, and return.

Engagement, Dialogue, and Inclusivity:

- Encourage open communication and dialogue within the community.
- Foster engagement and connection, breaking down silos and negative perceptions.
- Ensure that initiatives serve the entire community, promoting inclusivity and equal opportunities.