



Strategic Plan-4A Development Corporation With Updates of Actions for 2010

Mission Statement: To attract and to retain quality businesses and development while maintaining the harmony of the natural landscape, scenic vistas, and the Texas terrain.

Marketing Tag Line:

A future bright with possibilities...Sunnyvale!

Goal 1. Conduct Internal Marketing to Build Consensus

- ✓ Hold breakfast meetings & or evening events with local business leaders.
- ✓ Schedule a Day in Austin to meet with local legislators about items of interest to Sunnyvale.
- ✓ Inform citizens & visitors, through the 4A Development Corporation web site, about development opportunities and statistics.
- ✓ Continue to respond quickly to local businesses inquiries regarding economic development.
- ✓ Encourage local business to support the Chamber of Commerce
- ✓ Develop 2 to 4 focus group discussions on economic development topics

Goal 2. Manage the Economic Development Program

- ✓ Hold regular 4A Corporation Meetings.
- ✓ Continue to utilize an attorney and certified economic development consultant to provide professional guidance for the program and projects.



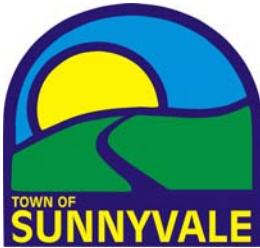
Sunnyvale 4A Development Corporation

Strategic Plan Continued

- ✓ Work cooperatively with 4B Corporation, Town Staff and Town Council promoting Town development.
- ✓ Update as necessary the incentive policy

Goal 3. Market the External Investment and Development Interests

- ✓ Encourage and market development of retail sites along:
 - U.S. Hwy 80 at Collins Road
 - U.S. State Highway 80 at East Fork Road
 - Beltline Road
 - Beltline Road at Town East Boulevard.
- ✓ Plan and market development of a Town Center
- ✓ Encourage development that will allow for the improved road access from Scyene Road to East Fork Road intersection with State Highway 80.
- ✓ Advertise at strategic locations in DFW area
- ✓ Seek out joint advertising opportunities with Highway 80 communities
- ✓ Advertise in the Dallas Business Journal Book of Lists
- ✓ Respond aggressively to leads and inquiries
- ✓ Participate and encourage at least 3 retail projects
- ✓ Participate and encourage at least 2 office, high tech and/or industrial projects
- ✓ Research the advantages/disadvantages of Tax Increment Financing vs. other financing methods to encourage outside investment in retail and other development.
- ✓ Pursue the Film Friendly Community Designation



Goal 4. Continue the Business Expansion and Recruitment Program

- ✓ **Meet monthly with a different local business.**
- ✓ **Support local business expansion efforts**
- ✓ **Investigate ways that Town may encourage more local expansions**
- ✓ **Consider strategic participations with sanitary sewer line extensions to encourage new investment and establish a priority list for such extensions**
- ✓ **Encourage road improvements at Collins, SH 352 and U.S. Highway 80**
- ✓ **Seek out the strategic advantages of the proposed 190 Highway project**