



Strategic Plan-4A Development Corporation Actions for FY 2011-2012

Mission Statement: Attract and 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 an annual breakfast meetings with local business leaders to update business on economic development trends and issues.
- ✓ Establish a Twitter account for the Sunnyvale 4A to provide information to local interests regarding economic development.
- ✓ Provide a second focus group discussion on economic development topics
- ✓ Meet three times annually with the Town Council to update the Council members on economic development actions

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.
- ✓ Obtain monthly updates from Town Staff on 4A Capital Investment 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
- ✓ Encourage Board participation in Regional and /State-wide seminars and training

Goal 3. Market the External Investment and Development

Interests

- ✓ Market and promote the Sunnyvale Film Friendly Designation through the web site, public relations announcements and contact of filming and video companies.
- ✓ Update the 4A Development Corporation web site to be the first portal of information about Sunnyvale development opportunities and statistics including interactive features and high levels of graphic presentations drawing the attention of development prospects utilizing the site.
- ✓ Complete the TIRZ project and financing plan and recommend to Town Council the TIRZ #1 project.
- ✓ Consider Feasibility Studies to determine readiness to attract business to the Town.
- ✓ 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.
- ✓ Advertise at strategic locations in DFW area
- ✓ Seek out joint advertising opportunities with Highway 80 communities
- ✓ Advertise in publications as appropriate
- ✓ 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

Goal 4. Continue the Business Expansion and Recruitment Program

- ✓ Hold 12 visits by a 4A group to a Sunnyvale Business to learn about and seek information from local businesses.
- ✓ Sign up a minimum of 30 businesses with www.shoppingsunnyvale.com.
- ✓ Invite new businesses to attend 4A meetings to welcome the businesses to Sunnyvale.
- ✓ Consider strategic participation with development of a storm sewer line along Belt Line Rd. to encourage new investment.
- ✓ Participate in the Town Committee on SH 190 to seek out and encourage the strategic economic development advantages of the proposed 190 Highway project
- ✓ Participate and encourage the Town Council to consider rezoning of some of the Flood Plain district due to the Flood Plain and Hydrology Study that more closely defined the Floodways allowing for some use of flood plain lands.
- ✓ Continue to respond quickly to local businesses inquiries regarding economic development.