

City of Northfield EDA Strategic Plan Summary 2018-2020

STRATEGIC PRIORITY	DESIRED OUTCOME	KEY OUTCOME INDICATOR	TARGET	STRATEGIC INITIATIVES
BUSINESS EXPANSION	Expanded commercial & industrial tax base	- Commercial EMV - Industrial EMV	- Commercial and industrial tax value increased \$ ____ by 12/2020	
	Adequate available industrial land	-Shovel ready/available (zoned, roads, infrastructure)	100? acres	
	Vibrant startup community	# of new businesses	___ by 2020, ___ by 2021	
BUSINESS RETENTION	Businesses recognize Northfield as good place for business	--Surveys & feedback mechanisms	85%	
	Business aware of available resources	-Surveys & feedback mechanisms	75% aware of available resources	
	Strong business-college relationship	-General feedback -each -New programs	___ % of feedback positive ___ new programs linked	
WORKFORCE	People who work here can find an affordable home	# of affordable rental and owner-occupied homes available	Increase in homes affordable to median wage workers	
	Adequate transportation to jobs in Northfield	Mass transit options connecting businesses in & out of Northfield	Increased transit stops & connections	
	Employers find qualified applicants	Jobs turnover	___ turnover rate	
COMMUNICATION	Outside businesses & developers think of Northfield as a premier opportunity	Contacts w/ businesses and developers	Increase of ___ % from ___ to ___	
	Community understands that policymakers & staff have positive econ. dev. vision	Direct feedback	80% report understanding positive vision	
	Businesses & property owners have strong connection to staff & resource providers	-Business contacts -Property owner contacts	75% indicate strong connection	
REDEVELOPMENT	Focused redevelopment plan	-plan milestones	One site under redevelopment/construction	
	Increased tax base	-EMV \$ -Taxable EMV \$	-Increase EMV \$ __ to \$ __ -Increase Taxable EMV \$ __ to \$ __	
	Expanded downtown/riverfront	-Building sq. ft.; Hsg. units; parking; #cars/bikes; EMV	-increase car parking by 20 -increase bike parking by 20 -increase bldg. sq. ft. by 2000	
INFRASTRUCTURE	Increased access & availability of fiber internet	-businesses w/ fiber -residences w/ fiber	30% increase- fiber availability by 12/2020	
	Infrastructure adequate to serve community goals for business	Infrastructure plan milestones	Phase I infrastructure available	
	Clear vision for Hwy 19 & Cedar corridors	Plan milestones	Coalition & vision in place	