

City of Jackson
Strategic Plan
Updated January 2012

Vision/Mission: The mission of the Strategic Planning Committee is to develop a strategy to guide economic development activities in the City of Jackson.

Primary Strategies	Desired Outcomes	2012 Supporting Goals	Specific Projects	Success Indicators
<p style="text-align: center;">1. Improve Visual Appeal</p>	<ul style="list-style-type: none"> • To create an enjoyable, visually pleasing environment • Increase business and property owners' pride of ownership • Attract new businesses • Increase rental rates and property values/marketability • Increase customer visits, satisfaction with shopping experience • Getting Highway 49 traffic to stop and shop 	<ul style="list-style-type: none"> • Incentivize property owners who embark on rehabilitation and facelift projects of their properties • Educate property owners about available tax credit incentives and other funding sources (SBA through AEDC) • Educate business owners on window/product display, store design & lighting • Retain small town atmosphere 	<ul style="list-style-type: none"> • Conduct a Parking Study: <ul style="list-style-type: none"> a. Meter removal b. Diagonal parking c. Planters/curb stops • Create City incentive ordinance for co-op availability of monies for rehabilitation projects • Design Committee: <ul style="list-style-type: none"> a. Architect rendering b. Creekwalk c. Street lights d. Ratto theater property • Beautify Highway 49 within Jackson City Limits • Design and construct "Gateway to Jackson" Signage 	<ul style="list-style-type: none"> • Aesthetic improvements • Increase in available funds through added TOT revenue • Increased sales (retail) and the resulting tax revenues • Decreased vacancies • More prospects for landlords to chose from • Increase in employment/job creation • Outside media coverage • Increase foot traffic
<p style="text-align: center;">2. Implementation</p>	<ul style="list-style-type: none"> • Ensure that primary strategies are acted on as timely as possible 	<ul style="list-style-type: none"> • Complete 4 projects in 2012 focused on the revitalization of Jackson 	<ul style="list-style-type: none"> • Complete five façade grant improvement projects • Identify funding source for Creekwalk project • Construct 3 gateway signs at highway entrances to Jackson • Coordinate with JBCA on rollout of downtown plaques and historic walking tour 	<ul style="list-style-type: none"> • Improved appearance of commercial district areas • More successful businesses and higher City revenues • Stronger job market • Recognition of success

City of Jackson
Strategic Plan
Updated January 2012

Vision/Mission: The mission of the Strategic Planning Committee is to develop a strategy to guide economic development activities in the City of Jackson.

Primary Strategies	Desired Outcomes	2012 Supporting Goals	Specific Projects	Success Indicators
<p style="text-align: center;">3. Identify Unmet Business/Service Needs</p>	<ul style="list-style-type: none"> • Provide guidance to business recruitment efforts • Fill vacant storefronts • Greater use of Downtown by locals • Lessen revenue leakage to outlying shopping hubs • Improve business retention • Getting Highway 49 traffic to stop and shop 	<ul style="list-style-type: none"> • Business recruitment targeted to fill unmet needs • Establish liaison relationship with Amador Business Council/Amador Economic Development Corporation 	<ul style="list-style-type: none"> • Distribution of Business Planner booklet • Survey of local residents to determine what they feel is a needed business • Creation of a Business Diversity Master Plan: <ul style="list-style-type: none"> a. Restaurants b. Parking Garage c. Clothiers • Collaborate with ABC/AEDC, ACAR and JBCA 	<ul style="list-style-type: none"> • Arrival of needed new businesses • Increase in sales tax dollars • Decrease in vacancies • Increase in employment/job creation • Increased utilization of businesses in Jackson
<p style="text-align: center;">4. Evaluate Use of Public Facilities & Properties</p>	<ul style="list-style-type: none"> • Greater beneficial use of public areas close to town • Decreased school-related vehicular traffic congestion • Available areas for parking and business "category" development areas • Getting Highway 49 traffic to stop and shop 	<ul style="list-style-type: none"> • Encourage new developments to provide locations and roadway infrastructure to accommodate the relocation of schools and fire stations • Evaluate underutilized public properties for potential of more beneficial use 	<ul style="list-style-type: none"> • Relocate current firehouse to make that location the premier commercial property entering Jackson's Downtown • Develop a use plan for historic Courthouse and surrounding properties • Work with County on re-use options for old Courthouse and surrounding property: <ul style="list-style-type: none"> a. Main Street Theater Works b. Possible New City Hall 	<ul style="list-style-type: none"> • Decreased congestion in Downtown Jackson • Redevelopment of prime properties to the benefit of the City of Jackson
<p style="text-align: center;">5. Define Connectivity Corridors</p>	<ul style="list-style-type: none"> • Guidance for planning routes for vehicular, bike and pedestrian travel between work, housing, retail, dining and service areas 	<ul style="list-style-type: none"> • Guide future commercial development • Inclusion of this vision into recruitment literature for use as a sales aid for business recruiters 	<ul style="list-style-type: none"> • Again, comprehensive plan creation extending from inside out • Extension of these corridors through Oro De Amador and out to airport through areas 	<ul style="list-style-type: none"> • Able to better manage vehicular congestion in Downtown Jackson • Increased pedestrian use

City of Jackson
Strategic Plan
Updated January 2012

Vision/Mission: The mission of the Strategic Planning Committee is to develop a strategy to guide economic development activities in the City of Jackson.

Primary Strategies	Desired Outcomes	2012 Supporting Goals	Specific Projects	Success Indicators
	<ul style="list-style-type: none"> • Manage vehicular traffic within central commercial district • Getting Highway 49 traffic to stop and shop 	<ul style="list-style-type: none"> • Tie in access to the proposed creek walk Amador Inn to Civic Center 	<p>zoned for visitor accommodations</p> <ul style="list-style-type: none"> • Collaborate with ARTS and ACTC 	<ul style="list-style-type: none"> • Healthier citizenry • Greater sense of community
<p style="text-align: center;">6. Information Gathering and Dissemination</p>	<ul style="list-style-type: none"> • Better understanding of local and visitor demographics, tourism statistics, what attracts our visitors, what we are missing, length of visitor stays, sales leakage, and accommodation vacancy rates • Improved long-term success of new business • Getting Highway 49 traffic to stop and shop 	<ul style="list-style-type: none"> • Identify Jackson's specific niche • Collaborate with and benefit from the attractions that already exist; i.e., Casino and RV Park • Create a data bank that is accessible to all stakeholders • More targetable marketing methods based on compiled data 	<ul style="list-style-type: none"> • Inclusion of key statistics in recruitment brochures • Disseminate data to merchants to aid in buying decisions that result in additional profit centers within each business • Additional interface with Amador Economic Development Corp. • Marketing: <ul style="list-style-type: none"> a. TSPN/ACN/LD/Radio - free b. JBCA • Merchant education: <ul style="list-style-type: none"> a. Guest speaker forums on tax credits for property owners b. Mystery shopper and follow-up educational workshops 	<ul style="list-style-type: none"> • More effective promotional event planning • Increased sales and resulting tax revenues