



Village of Belleville, Wisconsin

STRATEGIC VISION

2018-2020

STRATEGIC PRIORITIES AND GOALS

Priority

Create a Business Retention and Expansion Team: Launch business retention and expansion efforts in Belleville's downtown area and the commercial corridors along highways 69 and PB.

Goal #1

Compile a list of businesses and organizations

Goal #2

Meet with local business and organizations to conduct comprehensive interviews

Priority

Increase Communication Across Groups: Create a super committee, consisting of leadership from each relevant organization, to meet regularly to enable cross-committee organization.

Goal #3

Improve and update social media

Goal #4

Create a super group inclusive of one representative from each committee/group

Priority

Develop and adhere to a branded theme for downtown according to the outcomes from the community branding process

Goal #5

Develop downtown theme/identity

Goal #6

Ensure downtown design standards align with the established theme