### Strategic Priorsities 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