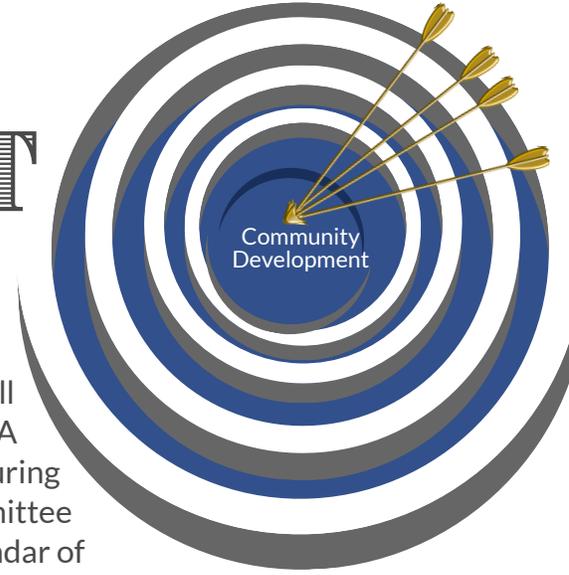


2022-2024 ON TARGET



A Vision For Community Development For Creston & Union County.

Here is a snapshot of the three year strategic plan that was established in 2022. Upon reflection, there was progress in each area of focus and still much work to be done. And even when goals and committees shift, UCDA remains committed to progress and overall community development. During the monthly board meeting, we will hand out the future dates of all committee meetings. We can also provide a link for you to incorporate into the calendar of your choice.

→ Work UC - talent recruitment & development

- **Measurable Outcome: increase current workforce from 6,000 18-65 year olds in UC to 7,500.**

- ✓○-○-○ 1. Increase communication highlighting all that our communities have to offer for education & careers.
- ✓✓-○-○ 2. Curate a marketing campaign using Choose UC & Discover UC content.
- ✓✓-○-○ 3. Provide leadership development & networking opportunities for area professionals.
- ✓-○-○ 4. Continue to build pathways to fill our pipeline for UC employers

→ At Home UC - housing development

- **Measurable Outcome: support and encourage the development of 100 new or improved housing units.**

- ✓-○-○ 1. Continue to focus on the rehabilitation of Infill Housing, using existing infrastructure.
- ✓✓-○-○ 2. Continue to advocate for quality Upper Story Housing in the Uptown district.
- ✓✓-○-○ 3. Continue to engage with developers to build Multi-family Housing that compliments neighborhood aesthetics.
- ✓✓-○-○ 4. Establish a plan for development of the North Ridge Estates Subdivision in Creston.

→ Discover UC - creative placemaking

- **Measurable Outcome: activate and beautify a minimum of 9 spaces/projects for community engagement opportunities that incorporate and support Healthy Hometown powered by Wellmark standards.**

- ✓-○-○ 1. Establish and receive approval from the City of Creston an approval for the design standards for the Historic & Heritage Districts.
- ✓-○-○ 2. Establish a safe route from McKinley Park to the Caboose Heritage Park in Creston.
- ✓✓-○-○ 3. Increase foliage & green spaces by 150% in the Creston Uptown District and support maintenance standards.
- ✓✓-○-○ 4. Support 4 unique annual experiences that are organized to elevate experiences in Uptown Creston.

→ Grow UC - business support

- **Measurable Outcome: continue to nurture entrepreneurial growth and innovation to diversify job opportunities by assisting in the start up of 25 new businesses.**

- ✓✓-○-○ 1. Assist with business succession planning.
- ✓-○-○ 2. Advocate on behalf of business for policy and regulatory challenges.
- ✓-○-○ 3. Build out the garage of Bldg 301 to create low cost retail market space.
- ✓✓-○-○ 4. Increase access to high speed broadband for all of UC.

