



Strategic Plan

**Approved by LJEDC Board
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**Prepared and Facilitated
By
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**Our Vision is to create an ideal community to
live, work and play for all**

City of Lake Jackson Mission Statement

It is the Mission of the City of Lake Jackson to be a leader among cities and in the region at large in delivering outstanding quality services to all citizens through innovative and efficient use of resources.

**City of Lake Jackson
Economic Development Corporation
Mission Statement**

It is the mission of the LJEDC to use proactive strategies and all available resources to promote economic growth and market Lake Jackson as the premier city to live, work and play.

Economic Development Corporation

Mission Elements

- **Encouraging an entrepreneurial spirit**
- **Marketing the city**
- **Promoting quality of life**
- **Attracting primary jobs**

Economic Development Strategies

Encouraging an Entrepreneurial Spirit

- Establish a proactive business culture within the City of Lake Jackson organization.
 - Prepare a “New Business Packet” for each prospect outlining the advantages and amenities of Lake Jackson, as well as the process for obtaining permits.

- Establish a process for entrepreneurial mentoring and technical assistance (Lightening Teams) within the City.

Economic Development Strategies

Marketing the City

- Prepare a comprehensive promotional campaign to market the City of Lake Jackson.
 - Create a brand for the City
 - Create a visual (media) campaign, showing the advantages and amenities of the City.
 - Market various events in the City on a wide basis to attract outside visitors.
 - Develop an upscale promotional packet of information to market the City of Lake Jackson.

Economic Development Strategies

Promoting Quality of Life

- Be known as “business friendly” in Lake Jackson.
 - Establish a process of consistency for dealing with economic development matters.

- Establish a process for informing employers – to then inform employees – about opportunities for housing, businesses, schools and other quality of life opportunities in Lake Jackson.

Economic Development Strategies

Attracting Primary Jobs

- Define and identify the type of primary jobs suitable for Lake Jackson.
- Develop a process for actively pursuing primary jobs.