



# Top 10 Priorities and Strategies in Progress

	Strategy Number	Strategy Description	Lead Agency	Updates/Next Steps
<b>Economic Development/Business Recruitment</b>				
Top	P.3	Create an Economic Developer position to recruit desired businesses.	City	
Top	BD.1	Recruit businesses based on gaps identified in comprehensive market analysis.	City DACC	
IP	PG.1	Create a Comprehensive Plan and update Development Ordinances.	Planning Dept.	UDO – Uniformed Development Ordinance is in progress. Agreement has been approved to move forward with Comprehensive Plan
IP	PG.3	Formalize I-95/I-40 Crossroads of America Economic Planning Alliance	City	MOU has been adopted, Board Members appointed and funding budgeted.
IP	PG.7	Continue to implement the goals and objectives of departmental strategic plans.	City	Goals are evaluated and updated monthly.
<b>Commercial/Residential Redevelopment</b>				
Top	CC.4	Strip Mall Makeover: Encourage retrofit of older suburban commercial centers.	City	
Top	CC.5	Identify and plan for the adaptive reuse of key underutilized or dilapidated properties.	City	
Top	CC.7	Transform commerce corridors into parkways with consistent landscaping, signage, pedestrian connectivity, and attractive architecture.	City	
Top	QL.4	Create more housing choice in Dunn community based on unmet need.	Planning Board Council	
IP	CC.9	Continue stepped up code enforcement, minimum housing standards.	Inspect Dept. Council	Code enforcement continues to be a priority for council and staff. Staff is also working on ordinance changes to improve standards.
IP	CC.8	Neighborhoods 2040: Revitalize neighborhoods for Dunn residents, existing and future.	DCDC City	Ongoing Rehabilitation efforts underway using CDBG funds for housing and infrastructure.

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<b>Community Character/Appearance</b>				
Top IP	CC.1	Create Entertainment District in Downtown	DDDC	Efforts have started to establish another entertainment area & Stewart Theater is currently working on renovations.
Top	CC.6	<b>Gateways</b> - Enhance gateway entrances and promote community identity and brand.	City NCDOT	
IP	PG.5	Facilitate I-95 Gateway enhancements with planned widening of interstate and new interchange.	City NCDOT	Staff is working with NCDOT for possible betterments associated with this project.
IP	QL.5	<b>Education Efforts</b> – Support efforts of Harnett County Schools and Central Carolina Community College to ensure programming meets the needs of residents & businesses.	DACC	DACC continues their efforts in Education but DVG Partners need to become more active in these efforts.
	P.6	I.D.E.A.S Initiative to build positive message of school system.	DACC	
IP	PG.4	Create pedestrian and Bicycle infrastructure through the Dunn community.	City	Pedestrian Plan is currently being updated/ Tyler to Tart Park Trail being established.
IP	P.5	Partner with schools and volunteer organizations for community cleanups in downtown, highway corridors, schools, and parks.	Plan Dept.	CAC coordinates clean ups and promotes anti-littering campaign.
<b>Marketing/Partnerships</b>				
Top	P.1	Align the vision of this Strategic Plan into the work plans of the City, Chamber, Tourism and Downtown	DVG	
Top	MP.13	Implement a comprehensive wayfinding strategy	City	
IP	QL.6	Continue to build strong relationships and positive interactions between public safety officials and citizens to create a safer and desirable community.	Police PAL	Police Dept. has community officers in place and are constantly working to improve relationships within the community and with youth via PAL.
IP	MP.1	Adopt a unified brand identity to market and promote the Dunn community.	DVG Council	Chamber and DDDC have adopted new logos and City staff has prepared presentation for council on city official logos.
IP	P.2	DVG continues to be the cooperative committee charged with the implementation of IMAGINE Dunn Strategic Plan.	DVG	Committee has agreed to continue working on implementing and monitoring the plan.
IP	MP.7	Create a downtown destination website.	DDDC	Website is up and more work/updates are forthcoming.

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