



IMAGINE DUNN Top 10 Priorities/In Progress

6No.	Strategy	Lead	Updates, Next Steps
1.	Economic Development/Business Recruitment		
Top BD.1	Recruit businesses based on gaps identified in comprehensive market analysis.	City DACC	
Top P.3	Create an Economic Developer position to recruit desired businesses.	City	
PG.1	Create a Comprehensive Plan and update Development Ordinances.	Plan Dept.	UDO and Land Use Plan Map has been updated and adopted.
PG.3	Formalize I-95/I-40 Crossroads of America Economic Planning Alliance	City	The Alliance is meeting monthly and working to enhance and grow the corridor.
PG.7	Continue to implement the goals and objectives of departmental strategic plans.	City	Goals are evaluated and updated monthly.
2.	Commercial/Residential Redevelopment		
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	
CC.9	Continue stepped up code enforcement, minimum housing standards.	Inspect Dept. Council	Code enforcement ordinances have been updated and code enforcement has been contracted out.

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. This has also been occurring residentially on a private level, due to the housing market and sewer moratorium.
3. Community Character/Appearance			
Top CC.1	Create Entertainment District in Downtown	DDDC	Efforts have started to establish another entertainment area; Dunn Area Tourism Authority is hosting Broad Street Musical events for the summer and the Stewart Theater is currently working on renovations.
Top CC.6	Gateways - Enhance gateway entrances and promote community identity and brand.	City NCDOT	The Wayfinding Study incorporated gateways and will need to be presented in a phased approach.
PG.5	Facilitate I-95 Gateway enhancements with planned widening of interstate and new interchange.	City NCDOT	Staff continues to work with NCDOT for possible betterments associated with this project.
QL.5	Education Efforts – Support efforts of Harnett County Schools and Central Carolina Community College to ensure programming meets the needs of residents & businesses.	DACC	The City hosted the Leaders of Tomorrow in May; Various departments are visible in the schools when asked and the City also reached out and offered to provide intern and shadow opportunities for high school students.
P.6	I.D.E.A.S Initiative to build positive message of school system.	DACC	
PG.4	Create pedestrian and Bicycle infrastructure through the Dunn community.	City	Pedestrian Plan has been updated and the first phase of the Park to Park Trail has been contracted.
P.5	Partner with schools and volunteer organizations for community cleanups in downtown, highway corridors, schools, and parks.	Plan Dept.	Community Appearance Advisory Board held Spring Litter Sweep in Spring and also promotes anti-littering campaign.
4. Marketing/Partnerships			
Top P.1	Align the vision of this Strategic Plan into the work plans of the City, Chamber, Tourism and Downtown	DVG	This is being incorporated into goals and activities for each.
Top MP.13	Implement a comprehensive wayfinding strategy	City	The study has been completed but needs to be presented to Council with a phased approach.



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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 through Citizens Academy and other events and with the youth through PAL, Special Olympics activities, Explorer Program and Schools.
MP.1	Adopt a unified brand identity to market and promote the Dunn community.	DVG Council	City and Chamber logos have been incorporated in their materials, City has changed on vehicles, some water tanks and various departments have incorporated on uniforms.
P.2	DVG continues to be the cooperative committee charged with the implementation of IMAGINE Dunn Strategic Plan.	DVG	Committee has agreed to continue in implementing and monitoring the plan with regular meetings.
MP.7	Create a downtown destination website.	DDDC	Website is up and more work/updates are forthcoming.

Top Priorities are referenced as such above.

In Progress