



IMAGINE DUNN Top 10 Priorities/In Progress

No.	Strategy	Lead	Updates, Next Steps
1.	Economic Development/Business Recruitment		
BD.1	Recruit businesses based on gaps identified in comprehensive market analysis.	City DACC	
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 – Uniformed Development Ordinance is being reviewed by Planning Board and Council.
PG.3	Formalize I-95/I-40 Crossroads of America Economic Planning Alliance	City	MOU has been adopted and Board Members are now working for this region.
PG.7	Continue to implement the goals and objectives of departmental strategic plans.	City	Goals are evaluated and updated monthly.
2.	Commercial/Residential Redevelopment		
CC.4	Strip Mall Makeover: Encourage retrofit of older suburban commercial centers.	City	
CC.5	Identify and plan for the adaptive reuse of key underutilized or dilapidated properties.	City	
CC.7	Transform commerce corridors into parkways with consistent landscaping, signage, pedestrian connectivity, and attractive architecture.	City	
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 continues to be a priority for council and staff. Staff is also working on updating standards through ordinance changes.
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.

3. Community Character/Appearance			
CC.1	Create Entertainment District in Downtown	DDDC	DDDC has already began efforts to establish another entertainment area and Stewart Theater is currently raising funds for renovations and enhanced events.
CC.6	Gateways - Enhance gateway entrances and promote community identity and brand.	City NCDOT	
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.
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 of Dunn has forwarded various jobs that could be used for job shadowing or interns for students and the City has also initiated the restart of the Leaders of Tomorrow Day.
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/ Park to Park Trail being established.
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.
4. Marketing/Partnerships			
P.1	Align the vision of this Strategic Plan into the work plans of the City, Chamber, Tourism and Downtown	DVG	
MP.13	Implement a comprehensive wayfinding strategy	City	Final design has been reviewed by staff and will go before Stakeholder group in coming weeks
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 the youth.
MP.1	Adopt a unified brand identity to market and promote the Dunn community.	DVG Council	City, Chamber, Tourism and DDDC have all adopted new logos that complement each other well.
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
MP.7	Create a downtown destination website.	DDDC	Website is up and more work/updates are forthcoming.

In Progress COMPLETE STATEGIC PLAN AT CITYOFDUNN.ORG UNDER RESOURCES TAB



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Divides DVGs Top Priorities from those that are in progress
