



# High Priority Short-Term Goals:

Prioritizing the Next Two Years!

**High Priority** - goals that are the top priority of the organization in the coming two-year period.

1. Facilitate and prioritize business development, including growth of the industrial park, by expanding BRE programs, establishing an economic development authority, marketing business benefits, and attracting additional short-term lodging options.
2. Conduct staffing analysis, develop plan, and consider options for reducing consulting/contract related costs, such as consultant engineering, contracted building inspections, and facility/vehicle maintenance.
3. Examine utility governance structure and establish
4. Develop and invest in Strategic Communications Plan.
  - a. Enhance public communication and education of city business, especially finances.
  - b. Hire communications/community engagement staff.
  - c. Utilize available communication mediums.
  - d. Develop professional branding to promote advantages and benefits of Buffalo.
5. Implement strategies and actions to enhance downtown as a destination.
  - a. Capitalize on assets and encourage improvements that draw people to downtown, such as a marina on Buffalo Lake, redevelopment of the former cinema building, and unique experiences.
  - b. Consider programs that incentivize greater private investment in business and restaurants.
6. Facilitate the successful redevelopment of the former Wright County Government Center site.
7. Support and partner with Wright Technical Center to expand job/career training opportunities and find synergies with municipal needs.
8. Pursue airport expansion to support business development.

