

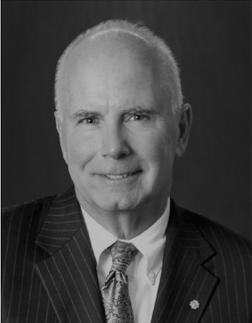


2017-2020
STRATEGIC PLAN





Anthony J. Cimino (Skip)



Kevin Cummings



Ramona E. Romero



George D. Sowa

Dear Friends,

As a new organization founded to advance economic development and revitalization in New Jersey’s capital city, we prioritized reaching out to the Trenton community to sharpen our focus and to position Greater Trenton as an effective partner. Greater Trenton grew out of conversations that began in 2013 among individuals who shared a commitment to the city’s revitalization. We returned to them during our planning process to ask for their ideas, and we expanded our outreach to new partners and neighbors, distilling their feedback, ideas, and aspirations for Trenton into a strategic plan to guide our work.

We are pleased to share with you a summary of Greater Trenton’s 2017 – 2020 Strategic Plan, which articulates our mission framework and maps six strategic goals that are designed to catalyze – and sustain – development in the capital city.

The goals and ambitions in Greater Trenton’s strategic plan reflect the goals and ambitions of Trentonians and those who care deeply about the capital. We are excited about what the future holds for Trenton, and we are honored to be a part of this work.

Trenton is fortunate to have many dedicated residents and leaders, anchor institutions and organizations, and businesses and investors that are working every day to make our city a wonderful place for everyone. Greater Trenton will complement the work of our partners and neighbors by serving as an expert resource to businesses, developers, and community partners to facilitate the development and revitalization of downtown Trenton.

This is an exciting time. We hope that you will join us in our efforts and let us know how we can support your efforts to make Trenton a thriving place for all who live, work, study, invest, and visit here.

Anthony J. Cimino (Skip)
Chair

Kevin Cummings
Treasurer

Ramona E. Romero
Corporate Secretary

George D. Sowa
CEO

OUR MISSION

Greater Trenton facilitates the development and revitalization of downtown Trenton by serving as an expert resource to businesses, developers, and community partners.

OUR GUIDING PRINCIPLES



COMMUNITY

We build on the strengths of the people, institutions, and history of our community.



PARTNERSHIPS

We cultivate, value, and support the success of action-oriented partnerships that expand opportunities for those who live, work, play, and invest in Trenton.



EQUITY

We honor our diverse community, we value inclusion, and we work to ensure that our approaches and outcomes create equitable opportunities for all in Trenton.



INTEGRITY

We are honest and transparent in our work, and we are responsive to our partners and community.



PRACTICAL

We support practical solutions that will result in positive results for Trenton in the near-term and sustain its revitalization for the long-term.



VIBRANCY

We undertake efforts that promise to make Trenton a safe, healthy, attractive, and thriving city.



OUR VISION

To have Greater Trenton be regarded as an essential partner in projects and partnerships that result in a vibrant downtown Trenton for residents, community institutions, and businesses.

OUR GOALS

Greater Trenton offers expert resources to businesses, developers, and community partners to facilitate development in downtown Trenton. This is what sets us apart—our focus on making development and investments happen. At the same time, we understand the need to promote our great city, and to amplify the work of our partners. These opportunities and needs shaped our goals for 2017 - 2020, which balance lofty aspirations with practical steps that are necessary for progress.

1. MARKETING

We will market Trenton and Greater Trenton to call attention to our great city.

We'll do this by:

- Implementing a branding and marketing plan to promote Trenton's revitalization and to further establish Greater Trenton
- Promoting Trenton's arts, culture, history, and development – everything that makes Trenton a unique and wonderful place

2. PARTNERSHIPS

We will support partners and coordinate efforts to address community needs and take advantage of opportunities for growth.

We'll do this by:

- Developing and maintaining our partnerships with representatives from the city, county, state and federal government, community and civic organizations, educational institutions, businesses, and residents
- Maintaining our strong relationship with Trenton's city administration to advance shared goals
- Serving as a connector and convener of diverse stakeholders to match and strengthen partnerships
- Supporting our partners' projects and success

3. SAFETY

We will support efforts to address safety and security concerns.

We'll do this by:

- Prioritizing and supporting, in partnership with police and other stakeholders, responses to safety and security issues
- Supporting business development in concentrated business areas
- Promoting welcoming, clean, and safe streets

4. BUSINESS CONCIERGE SERVICES

We will provide one-stop support and assistance for existing and prospective developers, investors, brokers, and businesses.

We'll do this by:

- Conducting outreach to prospective businesses
- Supporting welcoming processes and practices for new businesses
- Establishing a database of available building inventory, land sites, and properties, including incentives for development
- Providing one-stop, individualized support for developers, investors, brokers, and businesses to help them navigate the process of doing business in Trenton

5. PROJECT SUPPORT AND COORDINATION

We will support priority projects and improve the fundamentals that are necessary for development, such as parking, licenses, and finding financing.

We'll do this by:

- Supporting revitalization projects that are planned and/or are already underway in Trenton
- Leading and participating in market studies to inform projects that will catalyze development throughout the city
- Responding to opportunities and challenges that arise

6. SUSTAINABILITY

We will invest in Greater Trenton's organizational sustainability to make sure we are ready to contribute to Trenton's revitalization for years to come.

We'll do this by:

- Supporting our Board of Directors and staff to maximize individual and collective efforts
- Establishing Advisory Committees to engage more stakeholders, particularly Trenton residents, to guide us and to nurture future leaders
- Increasing our capacity to build-out business services and community engagement
- Completing evaluations and strategy reviews to track our progress, make adjustments, and communicate about our lessons learned and outcomes

Greater Trenton — Board Member Organizations



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