



CEDAR PARK COMMUNITY DEVELOPMENT (4B) CORPORATION

**STRATEGIC GOALS AND ACTIVITIES
2019-2020**

VISION

Position Cedar Park as an economically viable and sustainable community with home town qualities where people of different ages and diverse interests will find an exciting, interesting and entertaining place to live, learn, work, play or visit.

MISSION

Utilize resources to assist Cedar Park in reaching its economic and community goals to serve the best interests of its citizens and guests.

GOAL: TRANSFORMATIONAL PROJECTS

(Council Goals 1, 2, 5, & 6)

- Bell Boulevard Redevelopment and Bell Park
- Lakeline Park
- The Quarry (Future Project)

GOAL: ECONOMIC DEVELOPMENT

(Council Goal 2)

- Continue support of Economic Development projects
- Assist 4A Corporation in their economic development needs

GOAL: BUILD FUND BALANCE

(Council Goals 1, 2, 4, 5 & 6)

- Build reserve fund balance providing flexibility for 4B Corporation to participate in Transformational and Economic Development Projects as opportunities arise

GOAL: BOARD DEVELOPMENT

(Council Goal 4)

- Conduct periodic review and update the Board's Strategic Plan
- Continue the Board's involvement in Economic Development and Community Development training opportunities and workshops
- Continue coordination with City Council, and other Boards and Commissions through workshops and joint meetings

GOAL: COMMUNITY ENHANCEMENTS

(Council Goals 7 & 8)

- All Community Enhancement projects must be directly linked to current City strategic goals.
- Continue and promote the Corridor Enhancement program
- Support roadway and intersection safety and mobility improvements
- *Neighborhood Revitalization— Plan for aging neighborhoods (Sustainable Future)*