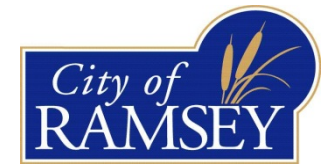


2012 STRATEGIC PLANNING: ACTION MAPPING



CITY VISION STATEMENT: Without compromising private property rights and the needs of future generations, Ramsey will evolve through citizen driven, collaborative processes that respect the balance and connectivity between its unique urban, rural and natural environments.

STRATEGY CATEGORY: MARKETING

MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY
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CHAMPION	2012										2013			
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Strategies are listed based on council priority—top to bottom

MARKETING																
Increase effort to garner positive media/positive public relations efforts	LEAD: Kurt U.	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M
Step 1: Celebrate and publicize every positive event (e.g. rail station, groundbreaking, etc.)	Kurt/Dept. Hds	X	>	>	>											
Step 2: Review City Mission Statement	Kurt U./Council							X								
Step 3: Consider mission, values, and slogan	Kurt U./Council											X				
Step 4: Consider community promotion plan across all media	Council/EDA			X	>	>	>									

City-wide marketing plan																
	LEAD: Kurt U.	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M
Step 1: Consider surveys to determine image among key stakeholders (i.e., residents, business owners, developers)	Kurt U.						X									
Step 2: Determine target markets	Name							X								
Step 3: Develop plan to reach target markets	Name									X						
Step 4: Implement plan to reach target markets	Name											X	>			

Identify stakeholders in the image and success of Ramsey																
	LEAD: Kurt U.	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M
Step 1: Develop and review list of key stakeholders	Kurt/CC/EDA							X								
Step 2: Prepare contact list of key stakeholders	Pat B.							X								
Step 3: Conduct focus groups of key stakeholders	Kurt U.								X							
Step 4: Incorporate key stakeholder feedback into City marketing plan	Name									X						