



Economic Development and Transportation Advisory Committee Strategic Plan

Mission Statement (“What are as the board doing right now”):

We advise the Town Council in proactively promoting and pursuing retail, culture, entertainment, recreation, transportation, and resources while preserving our Western heritage and aesthetics. Our focus is on fostering a year-round, sustainable economy in alignment with the Town's Strategic Plan and engaging the entire community to meet diverse needs.

Vision Statement (“What is the overall goal of the board, looking forward into the future”):

We envision a united Wickenburg, fostering a year-round destination with hometown hospitality and a vibrant collaborative and economic environment. Accomplished through community cohesiveness and resident engagement.

Core Values (“What are our important decision-making principles”):

Community Cohesiveness:

- Emphasize the importance of fostering unity and collaboration within the community.
- Encourage a welcoming culture that brings together both "new" and "old" residents.
- Address resistance to change and progress, promoting a shared vision for the future.

Vibrant Hometown Hospitality:

- Prioritize the preservation of Wickenburg's unique identity and western heritage.
- Promote a year-round destination with a vibrant collaborative and economic environment.
- Cultivate a friendly culture, mentality, and attitudes that reflect hometown hospitality.

Smart and Sustainable Growth:

- Advocate for sustainable, managed, and "smart" growth to ensure a healthy economy.
- Align initiatives with the Town's Strategic Plan, ensuring consistency and long-term success.
- Focus on reducing commuting and providing diverse opportunities for residents in leisure, employment, housing, commercial, and services.
- Emphasis as a destination for people to live, work, play, visit, and return.

Engagement, Dialogue, and Inclusivity:

- Encourage open communication and dialogue within the community.
- Foster engagement and connection, breaking down silos and negative perceptions.
- Ensure that initiatives serve the entire community, promoting inclusivity and equal opportunities.