

<b>Goal 1: Unify Linden through events, Prioritized ( primary/secondary responsibility) Main Street Manager = MSM; last numbers are the year</b>	
<b>Task 1</b>	<b>Communicate events (City) 2016</b>
Action	Develop Greater use of social media for events (City, MSM) 2016
Action	Create and regularly update a Linden website; include advertising and discounts or coupons to events (LEDC/CITY) 2016
Action	Create and maintain a "Linden" email list (City) 2016
Action	Develop Quarterly or Monthly newsletter (City) 2016
Action	Acquire and operate an Electronic Billboard (TRON) for US 59; look for partners to invest in the venture (use HOT tax) (LEDC) 2018
Action	Create communication tree for push emails (City) 2016
<b>Task 2</b>	<b>Seek Main Street designation * (City) 2016</b>
Action	Get City Council Approval* (City) 2016
Action	Build a committee for completing the application* (Committee appointed) 2016
<b>Task 3</b>	<b>Motivate attendance at events (MSM/LEDC/City) 2017</b>
Action	Provide quarterly events (MSM) 2017
Action	Provide event discounts for local residents (MSM, Chamber of Commerce) 2017
Action	Get local talents when able, create an Opry style event with City support (Music City) 2017
Action	Promote events through local groups (MSM) 2017
Action	Identify Neighborhood leaders; ones that will notify residents of events (City) 2017
<b>Task 4</b>	<b>Create an events organization (Main Street Manager and Board?) 2017</b>
Action	Identify existing events (Not just internal to the City but nearby, ie Big Bird Crawfish Boil) 2017
Action	Identify potential events, (Cowboy Gathering, Logging comp, geocaching, garage sale, Auction) 2017
Action	Create events/volunteer group (MSM) 2017
Action	Hire events coordinator (Main Street Manager?) 2017
Action	Develop more Sports fields and game courts (become a tournament center?) 2018
Action	Develop an Adult sports league (s) use business sponsorship 2018
<b>Task 5</b>	<b>Create business/organizational competitions and events 2018</b>
Action	Create a ¼ mile duck waddle or similar event (Tiger crawl) 2018
Action	Bring back Street dances and street dinners 2017

<b>Goal 2: Beautify Linden to increase residents pride in neighborhoods, downtown and in entrances and exits. Prioritized ( primary/secondary responsibility) Main Street Manager = MSM</b>	
<b>Task 1</b>	<b>Publicize and enforce existing services and ordinances 2016</b>
Action	Promote heavy trash day and other City services (City) 2016
Action	Enforce existing ordinances to clean up Linden (City) 2016
Action	Inform the public about Linden’s available trash services (City) 2016
Action	Develop and promote neighborhood cleanup days by sector (City) 2016
Action	Set and publicize annual dilapidated structures goal process (City) 2017
<b>Task 2</b>	<b>Develop or expand funding for existing organizations that clean up Linden 2017</b>
Action	Promote the organization “Linden Pride”, to keep Linden clean (City) 2016
Action	Re institute “Yard of the Month” with Garden Club (Garden Club) 2016
<b>Task 3</b>	<b>Develop new funding, new partners and new organization(s) to clean up Linden 2017</b>
Action	Develop a Save Our Neighborhood program with funding for upgrades to homes/yards (City) 2017
Action	Increase decorative plants (City/Garden Club/Chamber of Commerce) 2017
Action	Clean-up Homes, storefronts and yards (Residents/City) 2017
Action	Use North East Texas Community Services programs to assist in clean up and mowing (City/CSNT) 2016
<b>Task 4</b>	<b>Develop New specific plan and partners for Downtown cleanup/restore (Main Street Manager) 2017</b>
Action	Find/develop funding for down town flower planters (Chamber of Commerce) 2016
Action	Spruce up downtown: flags, banners, garbage cans (MSM/City) 2017
Action	Create downtown planters club (Garden Club) 2017

**Goal 3: Provide sustainable, reliable infrastructure which requires little maintenance. Prioritized, and all are City in this goal**

<b>Task 1</b>	<b>Ensure water pressure and quality (a priority if you want new hotels) 2018</b>
Action	Apply for and receive USDA Grant for new water tower and distribution \$4.4M 2016
Action	Loop water distribution project 2018 finish in 2019
<b>Task 2</b>	<b>Modernize Sewer System 2019</b>
Action	Apply for TWDB grant for sewer improvements phase 1 & 2 2017
Action	Accomplish phased upgrades for sewer system 2018
<b>Task 3</b>	<b>Provide Fiber Optics (ETEX only available) 2017</b>
Action	Investigate faster service from existing vendors 2016
Action	Investigate other options for increased speed on internet 2016
<b>Task 4</b>	<b>Side walk program 2020</b>
Action	Investigate walking flow and needs 2020
Action	Include limited sidewalks in paving and drainage program 2020
<b>Task 5</b>	<b>Upgrade utilities 2020</b>
Action	Survey and look for opportunities to bury utilities 2020
Action	Include burying utilities where possible before paving 2020
<b>Task 6</b>	<b>Repair and Maintain streets once all other utility and drainage upgrades are complete 2022</b>
Action	Apply for grants to pave the city 2021
Action	Repair streets and drainage at the same time 2022
Action	Maintain the new streets/drainage ditches 2025

**Goal 4: Provide an attractive business environment for quality products and services.**

<b>Task 1</b>	<b>Fund &amp; build the event center roof to expand event opportunities. (CCCRA/City) 2017</b>
Action	Reapply for grant to cover Arena or find funding for cover and buildings (CCCRA/City) 2017
Action	Design arena cover and grounds with phased implementation (CCCRA) 2017
<b>Task 2</b>	<b>Attract existing businesses in the region to open a second business or move to Linden (LEDC) 2016 and beyond</b>
Action	Provide incentive packages and market successful local business (LEDC) 2016
Action	Develop better relationship with vacant building owners (MSM/LEDC) 2016
<b>Task 3</b>	<b>Provide vocational and educational opportunities for students (LK-ISD) 2016</b>
Action	Survey local business and job market for skills needed and quantity (LK-ISD) 2016
Action	Find partners to form Vocational Center (LK-ISD/LEDC/City) 2016
<b>Task 4</b>	<b>Build active internship program with business in extended work area (LK-ISD) 2016</b>
Action	Identify industry opportunities for wholesale and retail options, tractor dealer, trailer, heavy equipment (LEDC) 2017
Action	Market to retailers as industry grows/changes in the area (LEDC) 2017
<b>Task 5</b>	<b>Create incentive packages for business and industry (LEDC) 2017</b>
Action	Identify the type business to attract and what area to place them. On Hwy 59, Square, etc (LEDC) 2016
Action	Designate areas for incentive (LEDC) 2016
Action	Place incentives for building owners to occupy/rent existing buildings (MSM/LEDC/City) 2017
Action	Design a program with incentives for owners to sell properties to active business' (LEDC) 2017
<b>Task 6</b>	<b>Rebrand Linden as a business and entertainment hub (MSM/LEDC) 2017</b>
Action	Define the critical type business' of Linden that need to marketed (LEDC) 2017
Action	Build an advertising program in conjunction with community pride programs (City/LEDC) 2017
<b>Task 7</b>	<b>Maintain an inventory of available and suitable buildings and properties (LEDC) 2016</b>
Action	Build programs to incentivise occupation of buildings (MSM/LEDC) 2017
Action	Apply for Texas Main Street Program (City) 2016

**Goal 5: Offer high quality community services that allow residents to worship, live, work, shop, and play in Linden. Prioritized.**

<b>Task 1</b>	<b>Provide quality city services such as transportation, library, parks, police, EMS, fire, and animal control (City) 2017</b>
Action	Investigate expansion of TRAX transportation for the elderly and handicapped (City) 2016
Action	Ensure adequate facilities are available for all city services (City) 2017
Action	Acquire new police station* (City) 2016
Action	Complete Library (City) 2016
<b>Task 2</b>	<b>Develop or expand existing health, wellness and medical services (City) 2017</b>
Action	Promote existing health organizations and increase frequency of health fair and blood drives (City/Clinic) 2017
Action	Promote healthy events, bike race, running, walking for fitness in the park, fitness trail (City) 2016
Action	Assist Good Shephard in marketing remaining hospital (City) 2016
Action	Ensure existing services remain and or expand: EMS, Nursing Home, Clinic (City) 2016
<b>Task 3</b>	<b>Develop or expand fitness opportunities (e.g. fitness center, walking paths, cycling paths) (City/LEDC) 2017</b>
Action	Actively market Linden as a good location for a modern fitness center: including Dance hall with lessons. (LEDC/City) 2017
Action	Ensure citizens and residents near Linden are aware of the park's capabilities (Park Committee/City) 2016
<b>Task 4</b>	<b>Develop or expand assisted living options (City/LEDC) 2017</b>
Action	Survey market to see if there is a need for more assisted living options (LEDC) 2017
Action	Investigate expansion of existing Nursing home enterprise, new locations around the city or new business (LEDC) 2017
<b>Task 5</b>	<b>Develop or expand child care options (City/LEDC) 2016</b>
Action	Look for partners Church/Educators that are willing to start a child care service (City) 2016
Action	Actively promote and search for funding for development of a child care service here in Linden (LEDC) 2017
<b>Task 6</b>	<b>Provide a visitors' Center on US 59 (LEDC) 2018</b>
Action	Design a complete business model including: facility, location, and function (LEDC) 2018
Action	Acquire funding for location, building and manning the Visitors Center (LEDC) 2018
<b>Task 7</b>	<b>Provide continuing Adult Ed in vocational training, language, computer systems, dance, cooking , art, poetry, etc (LK-ISD/City) 2018</b>
Action	Search for partners (educational institutions) with an interest in entering Linden community (LK-ISD/City) 2018
Action	Search for and acquire property that is feasible for development of an education center (LK-ISD/City) 2018