

Outline of Goals, Objectives and Tasks

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Goal 1: Promote opportunities for living-wage jobs for Central neighborhood residents.	26
Objective A: To maximize the potential for residents to gain living-wage jobs for greater individual and collective vitality.	26
Task 1: Support job linkage programs, networking, employee training +/- or job readiness programs	
2: (Co-) Sponsor job & resource fairs	
3: Partner with the CANDO Youth Café	
Objective B: Provide resources, information and education on creating an environmentally advanced community in which to build new-era businesses, provide healthy choices and create opportunities.	28
Task 1: Sponsor a seminar on ‘going green’ for environmental sustainability	
Objective C: Showcase amenities of the Central neighborhood to encourage businesses that employ residents at a living wage to locate in/near Central.	28
Task 1: Develop & distribute a strong neighborhood marketing plan	
Goal 2: Provide incentives to support existing businesses and attract new businesses.	29
Objective A: Encourage the growth of home-based businesses	29
Task 1: Fund the installation of community kiosks	
2: Develop ‘green’ advertising products such as a business directory	
3: Promote and encourage use of businesses via a fitness strategy	
Objective B: Support commercial street development efforts.	30
Task 1: Facilitate a façade improvement program	
2: Develop a neighborhood identity or theme	
Objective C: Renovate private commercial properties & surrounding public areas	31
Task 1: Meet with MCCD re: commercial improvement loan program.	
Goal 3: Seek additional resources to improve Central’s economic stimulus & stability.	31
Objective A: Ensure the long-term viability and sustainability of Economic Development.	31
Task 1: Secure funding , beyond NRP dollars, for all tasks in this plan for long-term capacity building, staffing, general operations, etc.	