
VISION 2020

ATLANTIC'S PLAN FOR THE FUTURE

April 21, 2011

Public Participation Workshop

Region XII Offices, Carroll

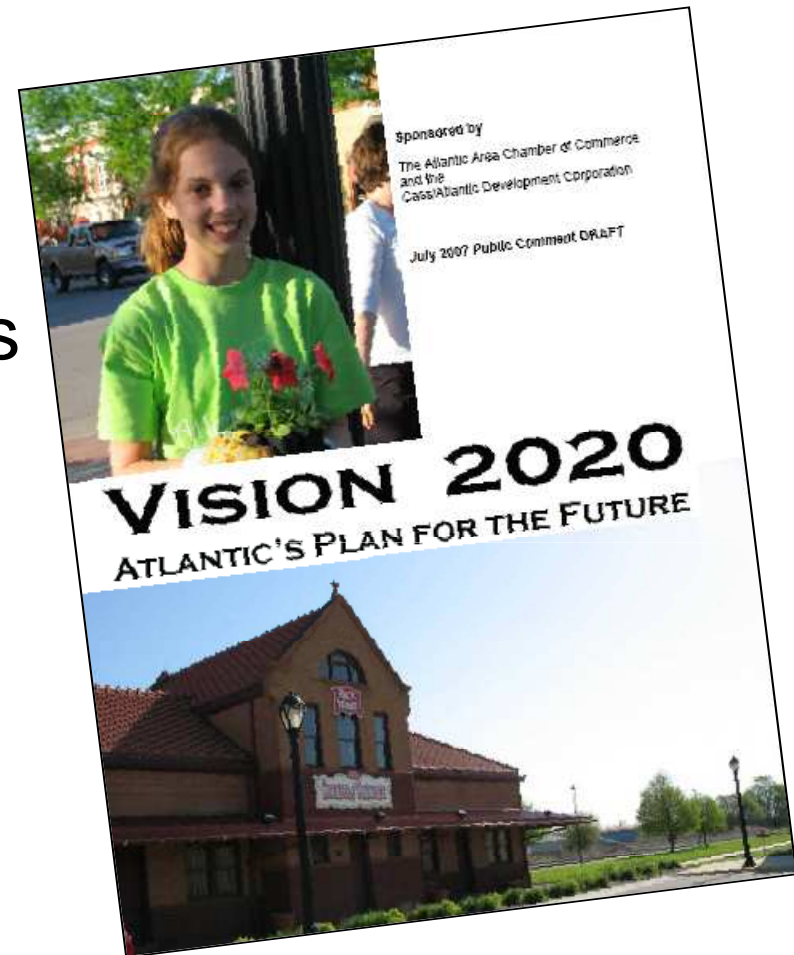
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- Southwest Iowa Planning Council
- Office in Atlantic
- Serve Cass, Fremont, Harrison, Montgomery, Mills, Page, Pottawattamie, and Shelby Counties.



Overview

- What is Vision 2020
- Who are the Stakeholders
- Public Participation Plan
- Implementation



Why do Vision 2020?

- Coordinate actions of the many groups involved in economic and social development;
- Prioritize the use of scarce resources;
- Serve as an internal and external marketing tool.

Who were the Stakeholders?

Primary Stakeholders

- Atlantic Area Chamber of Commerce
- Cass/Atlantic Development Organization

Secondary Stakeholders

- City of Atlantic
- Cass County
- SWIPCO

Chamber of Commerce

- 220 Member businesses, organizations, and individuals.
- Including every bank in town, all of the top 5 employers, all the hotels, and many small businesses.
- Seen by many as non-threatening, with a balanced agenda focused on small business and community development.
- Financially supported by 3/4 membership, 1/4 City of Atlantic.

CADCO

- 70 individual and member businesses
- County wide focus, with an emphasis on Atlantic
- Seen as more political
- Primarily promotes industrial growth
- Financially supported by 1/3 membership, 1/3 Atlantic, 1/3 County

Public Participation Plan

- The participation of the Chamber and CADCO were absolutely vital.
- Their membership formed the core of the stakeholder groups.
- SWIPCO planned the meetings and facilitated, but attendance and input would have been minimal compared to what it was.

Public Participation Plan

December, 2006

Identified stakeholders, developed planning schedule and public participation plan.

January, 2007

Contacted stakeholders, began gathering data.



Planning Process

- **February, 2007** Public “kick-off” meeting. Developed vision statements for Atlantic in the year 2020.
- **March & April, 2007** Public small group planning sessions on a variety of topics. Identified strengths and weaknesses and developed goals. Held planning sessions at the high school.

Planning Process

- **May & June, 2007** Consolidated goals and developed an implementation strategy. Developed draft plan and sought feedback from stakeholders.
- **July, 2007** Presented the draft plan for public comment and review. Developed support from various implementing groups.

Planning Process

- **August, 2007** Plan was adopted by the Chamber of Commerce and CADCO. Implementation will begin.
- **Ongoing** Measure success and review and update as necessary.

Atlantic Vision Statements

- Atlantic is receptive and encouraging of young ideas.
- Atlantic is the regional center for vocational and technical training.
- Atlantic is the go-to town for technology, recreation, and cultural diversity.
- Atlantic is filled with highly paid professional jobs.
- Atlantic is the best place in southwest Iowa to retire, and includes the whole spectrum of living from independent to long term care.
- Atlantic is a historical tourist destination focusing on downtown beautification through historic renovation.
- Atlantic is growing with 500 more people, and 150 new families.
- Atlantic is a welcoming community that attracts young and old people alike to fulfill their dreams.
- Atlantic is the health, safety, and fitness model for the state of Iowa.
- Atlantic is the Coca-Cola capital of Iowa with daily opportunities to show how we became so.

Focus Groups

- Quality of Life
- Small Business
- Industry
- Infrastructure
- Government/Non-Profit
- Finance/Development
- High School Students



Focus Groups

- Quality of Life
 - Healthcare
 - Education
 - Recreation/Fitness
 - Social Interaction



Focus Groups

- Small Business
 - Downtown Merchants
 - Home Occupations
 - Retailers
 - Small Manufacturers
 - Small Service Providers



Focus Groups

- Industry
 - Manufacturers
 - Agriculture
 - Large Employers



Focus Groups

- Infrastructure
 - Utilities
 - Transportation



Focus Groups

- Government/Non-Profit
 - Public Safety
 - Public Services
 - Service Coordinators



Focus Groups

- Finance/Development
 - Lenders
 - Developers
 - Realtors
 - Housing



Focus Groups

- High School Students
 - 9-12 Grades
 - Introductory to Advanced Courses
 - Approximately 100 students



Goals Recap

Atlantic will...

- Lead the way in technology.
- Have many high quality jobs.
- Develop the housing necessary for a growing population.
- Expand recreational opportunities.
- Market itself locally and beyond.
- Welcome more people.
- Have a high standard of living.
- Educate its people for the future.

Expand Recreational Opportunities.

Increase water recreational options.	<ul style="list-style-type: none">• Develop the quarry park.• Develop a larger recreational lake or lakes near Atlantic.	City of Atlantic, Cass County Board of Supervisors.	2010: Quarry 2020: Lake
Make improvements to the Cass County Fairgrounds.	<ul style="list-style-type: none">• Develop an amphitheater for events.• Update Fair Ground buildings.	Cass County Fair Board	2012
Develop more venues for the arts.	<ul style="list-style-type: none">• Start an arts council.• Utilize the space in the Armory for the arts.• Open an art gallery.	A.R.I.S.E., Arts Supporters	2012

Market Locally and Beyond.

Sub-Goal	Objective	Implementers	Target Date
Draw former residents back to the community.	<ul style="list-style-type: none"> • Directly market to alumni and former residents and educate them to the benefits of returning to Atlantic. 	Chamber, CADCO	2008
Market Atlantic externally.	<ul style="list-style-type: none"> • Develop a conventions and visitors bureau with an events coordinator. • Improve local websites. • Adopt a hotel/motel tax. 	Chamber, CADCO, City of Atlantic, CPC.	2009.
Market Atlantic internally.	<ul style="list-style-type: none"> • Improve local websites. • Increase local promotions such as +5 Atlantic. 	Chamber, CADCO, City of Atlantic, CPC.	2009
Strengthen the Atlantic brand.	<ul style="list-style-type: none"> • Increase the number of tourism options in the city and market those accordingly. 	Chamber, CADCO, Private Business, CPC.	2009

Have a High Standard of Living

<p>Expand Atlantic's role as a retirement center.</p>	<ul style="list-style-type: none"> • Increase public transportation resources. • Increase health care options. • Incorporate senior friendly designs into new projects. • Consolidate services into easy to access facilities. • Develop social opportunities for seniors, expand life long learning options. 	<p>City of Atlantic, Private Businesses, Social Clubs, SWITA, CCMH, IWCC</p>	<p>Ongoing</p>
<p>Improve the health of the community.</p>	<ul style="list-style-type: none"> • Support the Cass County Health System's long range plan. • Support the YMCA's long range plan. • Encourage the use of healthy, locally produced foods. 	<p>YMCA, CCHS, CADCO, City of Atlantic</p>	<p>Ongoing</p>