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| **Goal 1: Unify Linden through events, Prioritized ( primary/secondary responsibility) Main Street Manager = MSM; last numbers are the year** |
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| **Task 1** | **Communicate events (City) 2016** |
| 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 |
| **Task 2** | **Seek Main Street designation \* (City) 2016** |
| Action | Get City Council Approval\* (City) 2016 |
| Action | Build a committee for completing the application\* (Committee appointed) 2016 |
| **Task 3** | **Motivate attendance at events (MSM/LEDC/City) 2017** |
| 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 |
| **Task 4** | **Create an events organization (Main Street Manager and Board?) 2017** |
| 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 |
| **Task 5** | **Create business/organizational competitions and events 2018** |
| Action  | Create a ¼ mile duck waddle or similar event (Tiger crawl) 2018 |
| Action  | Bring back Street dances and street dinners 2017 |

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| **Goal 2: Beautify Linden to increase residents pride in neighborhoods, downtown and in entrances and exits. Prioritized ( primary/secondary responsibility) Main Street Manager = MSM** |
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| **Task 1** | **Publicize and enforce existing services and ordinances 2016** |
| 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 |
| **Task 2** | **Develop or expand funding for existing organizations that clean up Linden 2017** |
| 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 |
| **Task 3** | **Develop new funding, new partners and new organization(s) to clean up Linden 2017** |
| 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 |
| **Task 4** | **Develop New specific plan and partners for Downtown cleanup/restore (Main Street Manager) 2017** |
| 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 |

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| **Goal 3: Provide sustainable, reliable infrastructure which requires little maintenance. Prioritized, and all are City in this goal** |
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| **Task 1** | **Ensure water pressure and quality (a priority if you want new hotels) 2018** |
| 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 |
| **Task 2** | **Modernize Sewer System 2019** |
| Action  | Apply for TWDB grant for sewer improvements phase 1 & 2 2017 |
| Action  | Accomplish phased upgrades for sewer system 2018 |
| **Task 3** | **Provide Fiber Optics (ETEX only available) 2017** |
| Action  | Investigate faster service from existing vendors 2016 |
| Action  | Investigate other options for increased speed on internet 2016 |
| **Task 4** | **Side walk program 2020** |
| Action  | Investigate walking flow and needs 2020 |
| Action  | Include limited sidewalks in paving and drainage program 2020 |
| **Task 5** | **Upgrade utilities 2020** |
| Action  | Survey and look for opportunities to bury utilities 2020 |
| Action  | Include burying utilities where possible before paving 2020 |
| **Task 6** | **Repair and Maintain streets once all other utility and drainage upgrades are complete 2022** |
| 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 |

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| **Goal 4: Provide an attractive business environment for quality products and services.** |
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| **Task 1** | **Fund & build the event center roof to expand event opportunities. (CCCRA/City) 2017** |
| 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 |
| **Task 2** | **Attract existing businesses in the region to open a second business or move to Linden (LEDC) 2016 and beyond** |
| Action  | Provide incentive packages and market successful local business (LEDC) 2016 |
| Action  | Develop better relationship with vacant building owners (MSM/LEDC) 2016 |
| **Task 3** | **Provide vocational and educational opportunities for students (LK-ISD) 2016** |
| 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 |
| **Task 4** | **Build active internship program with business in extended work area (LK-ISD) 2016** |
| 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 |
| **Task 5** | **Create incentive packages for business and industry (LEDC) 2017** |
| 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 |
| **Task 6** | **Rebrand Linden as a business and entertainment hub (MSM/LEDC) 2017** |
| 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 |
| **Task 7** | **Maintain an inventory of available and suitable buildings and properties (LEDC) 2016** |
| Action  | Build programs to incentivise occupation of buildings (MSM/LEDC) 2017 |
| Action  | Apply for Texas Main Street Program (City) 2016 |

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| **Goal 5: Offer high quality community services that allow residents to worship, live, work, shop, and play in Linden. Prioritized.**  |
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| **Task 1** | **Provide quality city services such as transportation, library, parks, police, EMS, fire, and animal control (City) 2017** |
| 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 |
| **Task 2** | **Develop or expand existing health, wellness and medical services (City) 2017** |
| 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 |
| **Task 3** | **Develop or expand fitness opportunities (e.g. fitness center, walking paths, cycling paths) (City/LEDC) 2017** |
| 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 |
| **Task 4** | **Develop or expand assisted living options (City/LEDC) 2017** |
| 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 |
| **Task 5** | **Develop or expand child care options (City/LEDC) 2016** |
| 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 |
| **Task 6** | **Provide a visitors' Center on US 59 (LEDC) 2018** |
| 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 |
| **Task 7** | **Provide continuing Adult Ed in vocational training, language, computer systems, dance, cooking , art, poetry, etc (LK-ISD/City) 2018** |
| 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 |