

Focus Area	Strategy	Lead Organization	Date Complete	Responsible Party	Current Status
Education	Host parent friendly meetings and accommodate working families	Elgin ISD	Activities and improvements reported annually	School Principals	On-going
Education	Welcome the community into all schools	Elgin ISD	Activities and improvements reported annually	Principals	On-going
Education	Review EISD Board elections process and district requirements to increase participation and involvement in elections	Elgin ISD	To be reviewed annually	Superintendent	On-going
Education	Instill the expectation that all students can excel in academics	Entire Learning Community, Parents, Schools, Students	Activities and improvements reported annually	Principals	On-going
Education	Continue to support the delivery of ACT and SAT preparatory courses	Elgin ISD	Participation reported annually	Asst. Supt. of Academic Svcs.	On-going
Education	Encourage and increase professional development opportunities for all teachers in Elgin ISD	Elgin ISD	Participation reported annually	Asst. Supt. of Academic Svcs.	On-going
Education	Educate High school and middle school students on higher education opportunities and benefits	Elgin ISD	Activities and improvements reported annually	Counselors and Secondary Principals	On-going
Education	Participate in regular meetings with higher education partners	Elgin ISD	Activities and improvements reported annually	Superintendent	On-going
Education	Provide Basic Adult Education to include literacy, GED preparation, basic life skills and ESL programs	Advocacy Outreach Elgin ISD	Participation reported annually	Asst. Supt of Academic Svcs.	On-going

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Education	Increase Community Education opportunities for all citizens to include computer training, college prep, college classes, distance learning and recreational activities such as teaching chess, bridge, square dancing, etc.	Community Development Team Elgin ISD	On-going	Elgin ISD	On-going
Education	Develop a strategy for marketing community education programs	Community Development Team	Activities and improvements reported annually	Community Development Team	On-going
Education	Increase participation in parent organization in every school	Elgin ISD	December 2004	Principals	On-going
Education	Establish mentoring programs for students	Elgin ISD	Reported Annually	Counselors	On-going
Education	Participate in Education Foundation – a community based organization to support school district	Elgin ISD	On-going	Superintendent	On-going
Education	Expand Career and Technology education to meet labor market needs	Elgin ISD	2006-07 school year	Asst. Supt. of Academic Svcs.	On-going
Education	Support becoming a part of the ACC district	Elgin ISD	December 2008	Focus group	On-going
Education	Revise and present priorities for educational facility needs	Elgin ISD	On-going	Elgin ISD Strategic Planning Committee	On-going
Education	Develop effective methods for retention of EISD professional staff.	Elgin ISD	To be reviewed annually	EISD Administration	On-going

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New Business and Jobs	Maintain current existing site inventory	City	Activities reported annually	EDC	Ongoing process of maintaining and updating site inventory. Distributed to potential developers, realtors, and businesses.
New Business and Jobs	Meet with political contacts, elected officials and their staffs regarding development issues	City	Activities reported annually	City	Participating in SH 130 forums, participated in Bastrop County Leadership program event with legislature, Continued work with TML, TEDC, State etc.
New Business and Jobs	Participate in regional recruitment initiatives	City EDC	Participation reported annually	EDC	Accurate Elastomer Products Inc. recruited to Elgin Business Park through partnership with Austin Chamber. Economic Development Planning meeting held in march 2007. Rediscover Elgin real estate tour held in November 2006,. Elgin participated in Site Selectors Showcase with Austin chamber in October 2006 and Accurate was featured on an employers panel. Continued work with Greater Austin Chamber of Commerce, Bastrop County, Austin-San Antonio Corridor Council, TXU Energy, Texas Governor's Office for Econ. Dev.
New Business and Jobs	Conduct a workforce survey to identify and market Elgin's workforce skills	EDC City	July 2005	EDC	Use CAPCOG, Austin Chamber, Workforce Commission. Will contact as needed to answer specific requests versus conducting a survey.
New Business and Jobs	Research and consider expanding targeted industry list – food manufacturing, biotech, Toyota suppliers, furniture manufacturers, business services, telecommunications and call centers	EDC	Recruitment ongoing	EDC	Change Objective 3 to read: "Recruit Businesses that meet desired target industry list to include industries that meet desired industry/ job considerations and skills of the workforce." Targeted industries now include retail development, food manufacturing, Toyota suppliers, furniture manufacturing, business services, light manufacturing.
New Business and Jobs	Identify through the comprehensive planning process future industrial land	City EDC	December 2005	City	Growth Planning through 2007

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Business and Job Retention	Develop a Welcome to Elgin Fact Sheet to identify local goods and services. – post on City of Elgin website.	Chamber EDC	In progress	Econ. Development Dept	Business Directory maintained and updated on City of Elgin Website by City staff. Chamber new website with member web pages www.elgintxchamber.com “Buy Local” articles quarterly in 78621 Newsletter on website. Determined not to do fact sheet. It would not be able to be kept current or complete. The website www.elgintx.com will continue to be updated and provide a forum for educating the public.
Business and Job Retention	Establish a formal business visitation program as part of a business retention program	Chamber City	January 2005 Pilot	Econ. Development Dept	Met with Accurate, Butler, Touchmate, Gruetzner’s, Martinez Bookkeeping, Opera House, Acupuncture, Southside BBQ Market, Lerma, Lathers, & America First Radio Network. Updated & Distributed medical directory, participated in Opportunity Austin Business Retention program, Elgin EDC funded Business Assistance Program.
Business and Job Retention	Establish educational business enhancement courses and materials to increase the competitiveness of local businesses	Chamber EDC	Ongoing	Econ. Development Dept	Texas Historic Commission provided classes in merchandising and window display and business development in summer 2006. BIG Austin plans to provide classes starting in fall 2007. Businesses are referred to BIG Austin classes in East Austin. Materials may be provided via direct mail to local businesses.
Business and Job Retention	Develop hospitality and customer service training course and make available for businesses and community organizations	Chamber	January 2007	Econ. Development Dept	Hospitality and customer service classes to be included in the BIG classes. Resource: Elgin H.S. Decca Club Change Target to: Develop hospitality and customer service written resources and make available for businesses and community organizations.
Business and Job Retention	Establish a Buy Local campaign program to increase business to business purchasing and to increase resident awareness of the impact of local spending	Chamber City	Ongoing	Chamber Econ. Development Dept	Block parties held in 2006 to continue in 2007, annual business Expo by Chamber of Commerce, Elgin Retail Survey conducted by Elgin EDC April – May 2007, 78621 to be produced 4 times per year and has increased circulation to 10,000 households.

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Sustainable Growth and Planning	Limit driveway access on commercial corridors to improve safety of travel	City	Activities and improvements reported annually		No driveways permits issued by COE
Sustainable Growth and Planning	Continued improvements and maintenance of water and wastewater systems	City	Improvements and maintenance reported annually		H2O Treatment Plant and new well substantially complete. Transmission lines, water tower additions and improvements and WW lift station to begin construction. Expanding wastewater to the Westbrook Subdivision. Expanding water and wastewater on FM1100 to serve N. side of road for Nursing Home/proposed M.S.
Sustainable Growth and Planning	Actively communicate to the public regarding water and wastewater capacity and quality	City	Activities reported annually		Provide monthly reports to local press. Provide annual mailing to citizens
Sustainable Growth and Planning	Encourage the development of higher priced homes	City	Activities reported annually		In negotiations with Bridle Trails developers to consent to MUD, key issues is requirement of higher quality subdivision.
Sustainable Growth and Planning	Encourage the development of high end multifamily developments – condominiums and apartments	City	Activities reported annually		Continually seeking/encouraging development activity in this area. EDC has 80 acres under contract to purchase for TOD with proposed commuter rail stop.
Sustainable Growth and Planning	Encourage the development of assisted living facilities and senior housing	City	Activities reported annually		Continually seeking/encouraging development activity in this area

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Sustainable Growth and Planning	Support mixed use development through the comprehensive planning process	City	Activities reported annually		PPD and neighborhood retail encouraged. Exploring possibility of Smart Code type unified development code. Also exploring feasibility of TOD developments in conjunction with commuter rail
Sustainable Growth and Planning	Schedule regular open forums to discuss the City's growth issues and status of Envision Elgin implementation	City	Biannual, beginning 2005		Will be entering comprehensive plan process in the next quarter, seeking tremendous community input. Growth discussion annually in conjunction with annual presentation of Envision Elgin update.
Sustainable Growth and Planning	Develop a plan to build sidewalks and/or hike and bike trails to connect school campuses to each other and neighborhoods to downtown	City	December 2005		Implemented new sidewalk ordinance, requiring new developments to install sidewalks. Continue seeking funding for 1100, implemented short term safety measures.
Sustainable Growth and Planning	Update Elgin's Master/Comprehensive Plan	City	December 2008		Parks MP component completed. Funds allocated to begin process in FY 07 with expectation that process will continue to be funded until complete.
Sustainable Growth and Planning	Review land use plans to consider annexation for projected growth corridors, industrial development, and public cemetery	City	December 2008		Will advance in conjunction with comprehensive planning process.

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Sustainable Growth and Planning	Prepare a commercial corridor development plan to include a major arterial alternative south of Highway 290	City	December 2008		Seeking development driven opportunities to fund corridor improvements. EDC investigating feasibility of purchasing 80 acres to anchor substantial commercial activity through TOD design with commuter rail component..

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Historic Preservation and Downtown Development	Continue Main Street Program	City	Activities reported annually	Mark Holm	Ongoing Main Street and the Chamber of Commerce will be helping the Depot Museum with funds for matching Trails grant.
Historic Preservation and Downtown Development	Continue development of the Union Depot Museum	Elgin Historical Association	Activities and improvements reported annually	Donna Snowden	<ol style="list-style-type: none"> 1. List of Historical Cemeteries in Elgin Area was compiled for the Chamber of Commerce and Amy Miller. 2. The historic Christian/Burleson house (1847) has been visited by this committee. Family is considering what they want to do with the property. Gregg Free, historical architect, has volunteered to evaluate property. 3. Submitted grant to the Texas Heritage Trails (Brazos Trails) Program. This grant was approved. 4-5 signs being installed at all entrances into Elgin advertising the museum and historical downtown Elgin. 4. Log Cabin in the Memorial Park. We are waiting for Gregg Free to evaluate and give advice as to what should be done to restore log cabin. 5. EHA has monthly historical programs. 6. Museum stays open late for <i>Holiday by the Tracks</i>. 7. Have recently met with other Bastrop County Historical Groups-Bastrop, Smithville, Rockne, McDade, Sayers, and others to encourage interest in Bastrop County History. This group will meet four times a year.
Historic Preservation and Downtown Development	Encourage development of a new Elgin cemetery – the current one has reached its capacity	Elgin Cemetery Association City	Activities and improvements reported annually	Eric Carlson	Continue to seek interested parties to develop a new cemetery
Historic Preservation and Downtown Development	Develop a heritage walking tour brochure	City	November 2005 Completed	Elwanda Lundgren Donna Snowden	Completed
Historic Preservation and Downtown Development	Develop a video for public display that tells Elgin's story	Elgin Historical Association	December 2005	Donna Snowden Duane Shaw	We are rethinking this project. A CD would be outdated very rapidly. It might be time better spent having information on the City Of Elgin Website.

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Historic Preservation and Downtown Development	Seek designation as Brick Capital of Texas	City	June 2005 Completed	Elwanda Lundgren Donna Snowden	Completed A city can only have one designation as Capital of Texas. Elgin is already Sausage Capital of Texas. The Southwestern Brick Institute representing three major brick companies, ACME, Boral and Hanson, passed a resolution recognizing Elgin as the Brick Capital of the Southwest. Amy Miller is using this designation on her stationary.
	Develop Railroad property – Avenue C extending south along the existing rail	City	December 2009	Mark Holm	Ongoing

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Quality of Life	Develop and implement a park master plan	City	Feb 2006	D. Jackson	DONE
Quality of Life	Increase requirements for developer dedication by reviewing ordinance to require a fee and/or parkland dedication	City	Spring 2007	P. Frenzel	DONE.
Quality of Life	Hike and bike trail development to connect school campuses to each other and neighborhoods to the downtown	City	2010	D. Jackson	As part of the Parks, Recreation and Open Space Master Plan, preliminary plans are in place. However, major funding is needed for this project. On the state level, resolutions are circulating to restore funding. A task force has been formed and there may be movement soon on the funding issue.
Quality of Life	Jointly develop an indoor recreation facility	Elgin ISD City	2010	D. Jackson L. Dunne	The Elgin Rotary and Kiwanis Clubs have committed funding to renovate the old hospital building. Work on the facility has commenced. The "gutted" part of the building has been cleared out and usable items have been moved to a storage facility. When completed, this facility will serve many needs in the community. However, the larger community activity center for team sports, etc., which is identified in the Parks and Open Space Master Plan, will require major funding. To be addressed jointly by city and school officials, a sub-committee is being formed to begin addressing issues involved.
Quality of Life	Establish a senior and a youth Recreation Advisory taskforce to report to and advise the Parks and Recreation Board on recreation needs	City	Oct 2005	D. Doolittle	DONE
Quality of Life	Identify and coordinate desired community education and recreation programs	City	Annual review	D. Jackson	DONE
Quality of Life	Create centralized registration and information for all youth sports	Youth Sports Groups	Jan 2007	M. Sondgeroth	Partially done. . . . Contact information for youth sports is currently posted on the PARD web site (www.elginpard.com) is also linked from the city's web site. Plans are underway to also include registration locations, schedules and time lines for each sport. Note: Actual registration at a central location is not realistic because of the strict requirements for each sport.
Quality of Life	Continue efforts to recruit a major area hospital to establish a satellite in Elgin	City Chamber	Annual review	P. Frenzel	Review on-going. . . . As Elgin's population increases, the need for such a facility will become more apparent to providers. Recruiting efforts will continue.

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Quality of Life	Maintain open communication with existing medical community to encourage retention and expansion in Elgin. Include healthcare services in the Buy Local program to market new medical services	City Chamber	Annual review	P. Frenzel	DONE
Quality of Life	Encourage the establishment of a minor emergency clinic and additional lab facilities	City Chamber	Annual review	P. Frenzel	Review on-going. . . . An increase in population would boost progress in this area
Quality of Life	Establish a senior recreation advisory taskforce to report to and advise the Parks and Recreation Board on recreation needs	City	Oct. 2005	D. Doolittle	DONE
Quality of Life	Expand to a new adult day care facility	City	Annual review	D. Jackson	On-Hold. . . . Center has been closed, but may be developed later.
Quality of Life	Actively support and encourage the development of an assisted living facility in Elgin	City	Annual Review	N. Jenkins	DONE
Quality of Life	Maintain and improve transportation access for seniors. Create a daily call or call-in program to contact the isolated elderly in our community.	City	Annual Review	D. Doolittle	Significant progress is being made to establish a program through which Elgin can offer transportation along with other services to the elderly. The established programs in Austin and Pflugerville are models that can be used in Elgin. The results of a "needs survey" re-affirmed that Elgin needs such a program. We are now identifying funding, establishing a board of directors and applying for incorporation with 501c(3) status. From that we can establish the program for Elgin and improve the quality of life for seniors.
Quality of Life	Increase the hours the library is open – over time expand hours to cover 7 days	City	Oct 2006	S. Ott	DONE and on-going.

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Quality of Life	Identify additional funding and sponsor opportunities to expand the library resources	Friends of the Library	Annual review	S. Ott	DONE and on-going. The Friends of the Library and the Library Staff continually explore grant opportunities and apply accordingly.
Quality of Life	Integrate new library space with community education and recreation programs	City	Oct 2005	S. Ott	DONE – and on going.
Quality of Life	Prioritize and schedule entryway beautification program for the following intersections: <ul style="list-style-type: none"> ○ Loop 109 & Hwy 290 ○ Main St & Hwy 95 N ○ Hwy 95 S & Hwy 290 ○ Hwy 95 N & Hwy 290 ○ Hwy 95 N & Ave C 	City	Annual review	M. Sondgeroth	On-Hold. . . . Preliminary work has been done but funding and TXDOT requirements have put this on the back burner.

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Tourism	Nurture the Farmers Market for Elgin measured by an increase vendors and attendance	City Chamber	Activities and improvements reported annually	Farmer's Market Committee	The River Valley Market operates next to the Library year around on Tuesdays from 2pm-5pm.
Tourism	Increase the number of scheduled tours	Chamber	Activities and improvements reported annually	Gena Carter	The Chamber has actively solicited this market. Elgin has welcomed tour groups from the Harris County Sr. Citizen travel program as well as other and other groups from the area. The Chamber has partnered with local businesses to provide an informative and educational tour to participants.
Tourism	Continued development and improvement of annual events and festivals measured by an increase in attendance and revenues for the sponsor organization	Chamber	Activities and improvements reported annually	Tourism Committee	The Chamber sponsored Elgin Western Days had one of the most successful events in recent years. The Elgin Main Street Board also had a very successful Hogeye Festival. The Chamber has worked with the Juneteenth and Chilli pepper Festival to promote their events and serve as an information resource to festival organizers. Holiday By the Tracks is sponsored by the MSB and the Chamber. This year's event was very successful. Parade attendance was high and downtown stores reported steady business throughout the day.
Tourism	Participate in regional tourism and marketing with corridor and trails organizations – Brazos Trail, Presidential Corridor, and Independence Trail	City Chamber	Participation reported annually	Gena Carter	Gena Carter was recently elected to serve as secretary of the Texas Brazos Trail. Elgin is also active in the Presidential Corridor, Festivals of Central Texas Association, LCRA River Trail, Texas Yes! and the BEST tourism group. Participating with these organizations has allowed Elgin to co-op on several different marketing and advertising opportunities. Elgin received a grant from the Texas Brazos Trail for two new Depot Museum signs. Elgin has also participated in several travel trade shows throughout the year promoting Elgin as a destination.

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Tourism	Improve park and recreation facilities to compete for and attract organized events and sports tournaments	City Elgin ISD	2006-2007	Main Street Board and City Parks Department	Athletic facilities at the High School and the completion of Shenadoah Soccer park are attracting more organized sports events. The Chamber has worked with local sports leagues and the Elgin ISD to provide lodging, dining and shopping information for visitors participating in sporting tournaments and events.
Tourism	Prepare a study to identify the need for downtown parking and restrooms	City	2006 -2007		This strategy was addressed in the master parks plan and the overall green space development.

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Regionalism	Stay involved in regional forums and workgroups	City EDC Chamber	Activities reported annually	Mayor	Mayor Markert serves on CAPCOG Executive Committee, active in CARTPO, Greater Austin Chamber of Commerce, Clean Air Force program, County Affairs, and Mayor's Breakfast. Miller appointed to CAPCOG TRACS Grant review committee. Participating in Envision Central Texas and RECA Regional Issues Committee.
Regionalism	Host and schedule frequent and regular meetings with state and elected officials and their staffs	City	Activities reported annually	Mayor	Attended state and regional activities, met with state Senators and Representatives: Cook, Krusee, Hegar, Watson, and Dukes. Attended regional and state TML activities.
Regionalism	Coordinate Bastrop County Day at State Legislature	City Bastrop County	January 2005, January 2007, January 2009	Mayor	See above. Participated in Bastrop County Leadership program legislative day.
Regionalism	Host and schedule frequent meetings with state agency officials	City	Activities reported annually	Mayor	Actively pursuing commuter rail service with Capital Metro. Securing funding for Gateway Planning to evaluate economic feasibility of Elgin Manor rail line. Elgin EDC has option on 80 acres on Littig Road with rail frontage. Continuing to work with ASACC, LCRA, Aqua Water. Travis County Emergency Services District established.