

The image shows a cover page for a 'Work Plan'. The background is white with a repeating pattern of gold-colored geometric shapes, specifically six-pointed stars or snowflakes, each composed of smaller triangles. A large, dark blue diagonal band runs from the top right to the bottom left, bisecting the page. The text 'Work Plan' is centered in white on this blue band. There are also green triangular shapes on the left side of the page, partially overlapping the blue band. The overall design is clean and professional.

Work Plan

Work Plan

Initiative	End Date		Responsibility
	Year	Quarter	
Update Keller Façade Improvement Grant webpage to feature completed projects and impact to the district	2023	2	ED Staff
Review partnership with Chamber of Commerce for BRE surveys	2023	2	ED Staff
Develop strategic recruitment plan for the Sports Park site	2023	3	ED Staff
Rebuild the Keep It In Keller Website	2024	2	ED Staff
Develop a comprehensive economic development strategic plan	2025	4	ED Staff/Consultant

Ongoing Initiatives	Timeframe	Responsibility
Maintain a map to be used on the city's Economic Development webpage that identifies available commercial property and provides information for site selectors	Year-round	ED Specialist
Attend ribbon cuttings/grand openings of Keller businesses	Year-round	ED Staff & KEDB
Develop visitation program to visit new Keller businesses within two months of opening	Year-round	ED Staff & KEDB
City Council Economic Development updates	Year-round	ED Director
Maintain the Keep it in Keller Facebook page	Year-round	ED Specialist
Maintain online guide for new businesses and ribbon cuttings	Year-round	ED Staff
Attend Business Networking Groups monthly luncheons	Monthly	ED Staff
Develop electronic monthly updates to be distributed to site selectors, regional developers, and commercial brokers	Monthly	ED Specialist

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Conduct scouting trips to recruit new businesses	Monthly	ED Staff
Publish bi-monthly Economic Development Newsletter with new businesses and development information	Bi-monthly	ED Specialist
Review and report analytics for the website, social media, and other Economic Development media platforms	Quarterly	ED Staff
Maintain database of local commercial brokers and site selectors	1st Quarter	ED Specialist
Attend DFW Marketing Team's annual meetings (in association with Dallas Regional Chamber of Commerce)	1st Quarter	ED Director
Review events calendar with internal partners to identify opportunities for Keller businesses	1st Quarter	ED Specialist
Maintain our local promotional program through the national Small Business Week campaign	2nd Quarter	ED Specialist
Create and distribute Annual Shopping and Dining Guide	2nd Quarter	ED ED Specialist
Host Annual Broker's Luncheon	3rd Quarter	ED Staff
Attend TEDC's Mid-Year or Annual Conference (dependent on scheduling with IEDC Conference)	3rd/4th Quarter	ED Staff
Maintain local promotional program through the national Small Business Saturday campaign	4th Quarter	ED Staff
Attend IEDC's Annual Conference (dependent on scheduling with TEDC Conference)	4th Quarter	ED Staff
Update Strategic Business Plan's Work Plan	4th Quarter	ED Staff
Annual Report of Keller Facade Improvement Grant Program for City Council	4th Quarter	ED Director
Attend TEDC's Sales Tax Workshop	As needed	New Board Members