



An Intentional Mess: The Path to a Successful Community

Plan

Unpacking the complexities of community planning...

INTRODUCTION



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GOVERNMENT RELATIONS

RJL SERVICES

Government Relations

- State and Federal Government Relations & Lobbying
- Legislative Planning
- Policy Development
- Stakeholder Management
- Relationship Building
- DC Fly-Ins
- Statehouse Drive-Ins
- Coalition Organization

Marketing & Communications

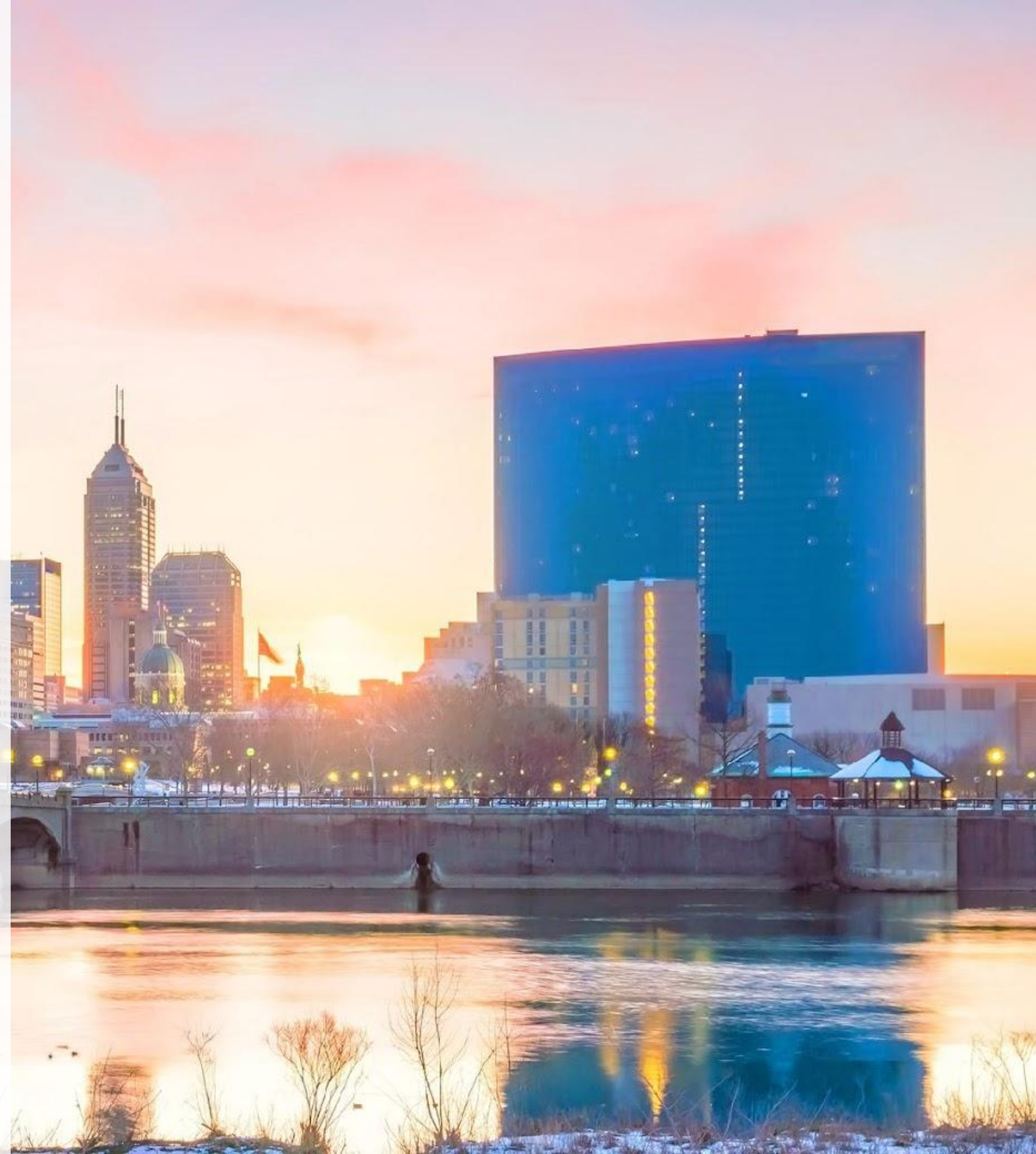
- Marketing Strategy
- Creative Services
- Public Relations

Community & Economic Development

- Comprehensive Plans
- Park System Master Plans
- Economic Development Strategies
- Regional Plans
- Strategic Visioning
- Grant Writing & Compliance
- Board/Commission Training
- Community Engagement

AGENDA

- Defining a Community Plan
- Understanding the Benefits
- Why Community Planning Matters
- Core Components of a Community Plan
- Effective Communication Strategies
- Utilizing Advocacy for Community Plans
- Funding Infrastructure through Advocacy
- Fighting Policies that Inhibit Effective Planning
- Conclusion
- Q&A



DEFINING A COMMUNITY PLAN

A community plan is a strategic framework that outlines the vision, goals, and actions for shaping a community's growth and development over a set period.

Community Plans

- Neighborhood or district focus
- Addresses localized issues
- Specific topics
 - Public Health
 - Housing
 - Economic Development
- Time horizon (3-5 years)
- No formal regulatory authority
- Supports goals of comprehensive plan

Comprehensive Plans

- Encompasses entire city/county
- Overarching goals/objectives
- High-level framework for growth
- Topics include
 - Transportation
 - Environment
 - Public Facilities
- Time horizon (20-30 years)
- Statutory authority/public policy

UNDERSTANDING THE BENEFITS

Community Plans

- Enhance Quality of Life
- Sustainable Development
- Community Engagement
- Flexibility

Comprehensive Plans

- Long-term Vision
- Strategic Priorities
- Large-scale challenges
- Legal/regulatory basis

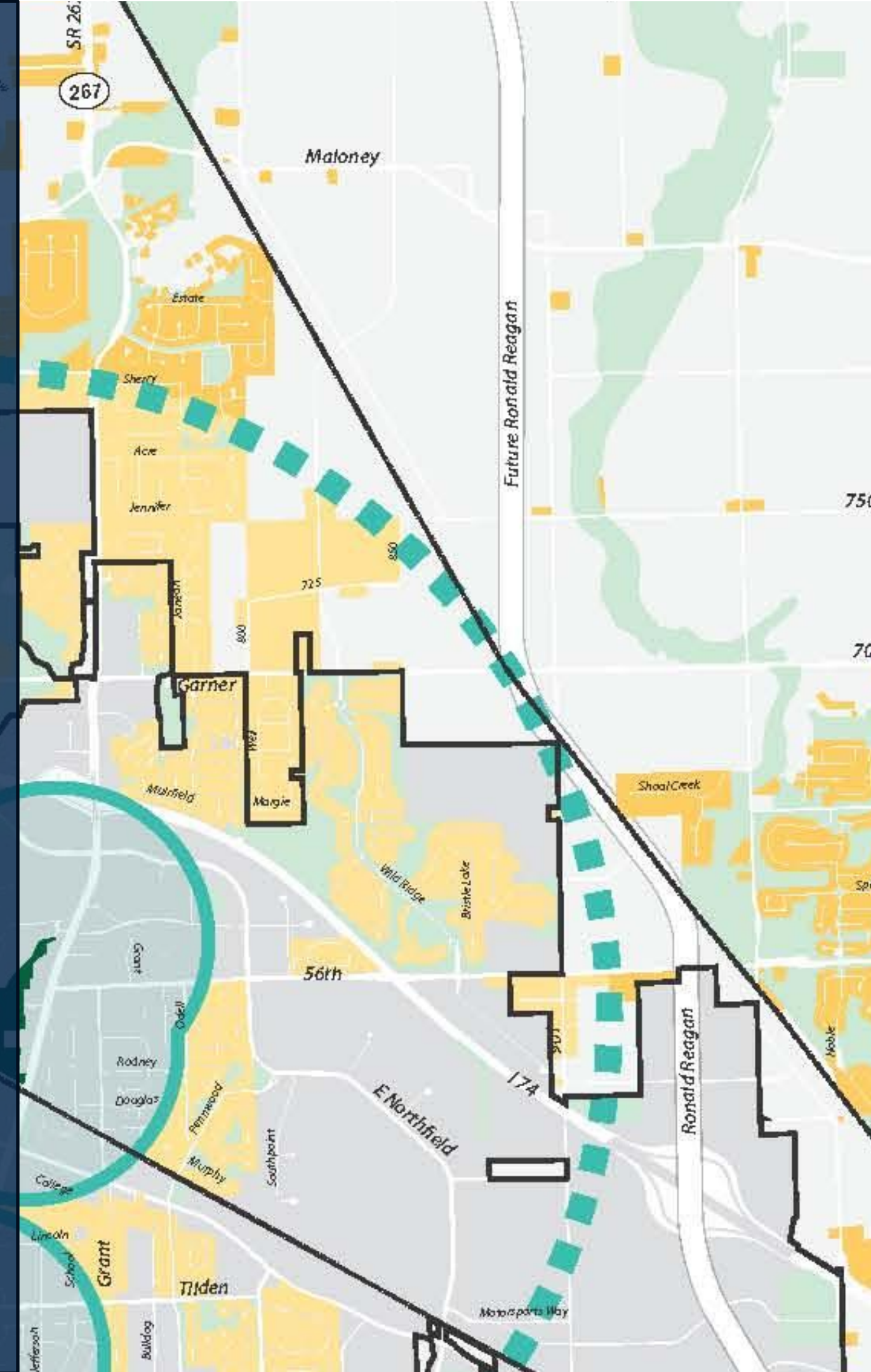
WHY COMMUNITY PLANNING MATTERS

Key Pillars

- Establishes Holistic Vision
- Enhances Quality of Life
- Promotes Sustainable Development
- Fosters Community Engagement
- Addresses Disparities
- Ensures Orderly Growth



CORE COMPONENTS OF A COMPREHENSIVE PLAN



EFFECTIVE COMMUNICATIONS STRATEGIES

- Public Relations + Marketing
- Public Input Mechanisms
- Implementation
- Adjustments + Replanning



UTILIZING ADVOCACY FOR STRONGER COMMUNITY PLANS

Public Officials and Advocacy

- How to involve elected officials
- Their role in community planning

Advocating for Funding

- READI Program
- State Budget
- Federal Earmarks
- Other Mechanisms
 - *Food + Bev. Tax, Innkeepers Tax, TIF/IDD*



FUNDING INFRASTRUCTURE AND PROGRAMMING THROUGH ADVOCACY

Key Funding Sources

- READI Allocations
- State Budget Line Items
- Federal Grants + Earmarks

Policy Tools

- Food + Beverage Tax
- Innkeeper's Tax
- Tax Increment Finance
- IN Destination Development

OVERCOMING POLICIES THAT INHIBIT EFFECTIVE PLANNING

Tax + Policy Challenges

- Tax Cuts
- Property Taxes + BPPT
- Annexation Limits
- Local Control
- Unfunded Mandates





CONCLUSION

Community Planning...

- Establishes long-term vision
- Sets strategic direction + priorities
- Promotes orderly growth
- Requires community engagement
- Integrates advocacy for funding
- Addresses policy barriers

Q&A

THANK YOU!



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