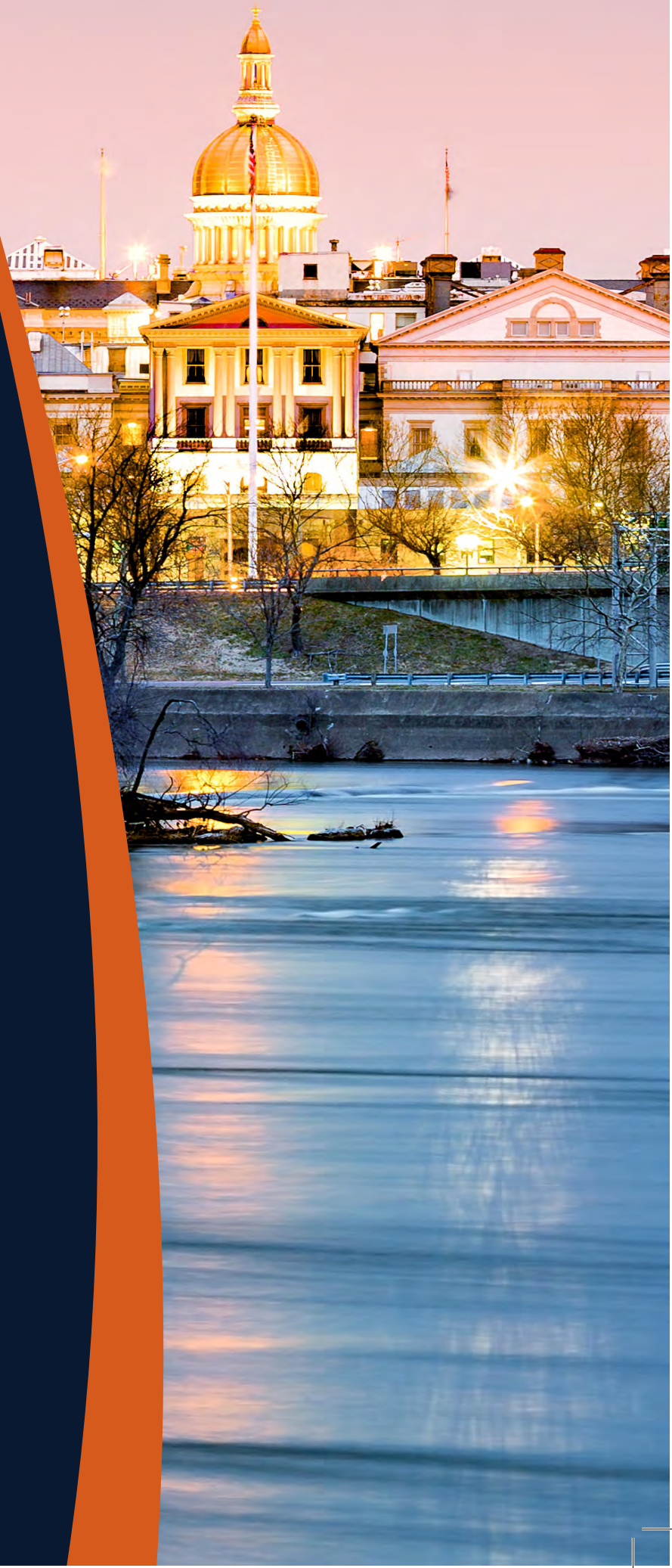




2021-2024

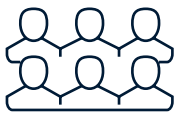
STRATEGIC PLAN



OUR MISSION

Greater Trenton facilitates the development and revitalization of downtown Trenton by serving as an expert resource to businesses, developers, and community partners.

OUR GUIDING PRINCIPLES



COMMUNITY

We build on the strengths of the people, institutions, and history of our community.



PARTNERSHIPS

We cultivate, value, and support the success of action-oriented partnerships that expand opportunities for those who live, work, play, and invest in Trenton.



EQUITY

We honor our diverse community, we value inclusion, and we work to ensure that our approaches and outcomes create equitable opportunities for all in Trenton.



INTEGRITY

We are honest and transparent in our work, and we are responsive to our partners and community.



PRACTICAL

We support practical solutions that will result in positive results for Trenton in the near-term and sustain its revitalization for the long-term.



VIBRANCY

We undertake efforts that promise to make Trenton a safe, healthy, attractive, and thriving city.



OUR VISION

To have Greater Trenton be regarded as an essential partner in projects and partnerships that result in a vibrant downtown Trenton for residents, community institutions, and businesses.

OUR GOALS

The 2021 – 2024 Strategic Plan will direct Greater Trenton's efforts and investments to facilitate the development and revitalization of downtown Trenton.

The first goal, Catalyzing Projects and Initiatives, reflects Greater Trenton's core purpose and focus.

Each year, Greater Trenton will review and prioritize projects and initiatives, and clarify the roles that it will play in moving them forward.

Ultimately, all of the goals are designed to catalyze projects and initiatives that will have positive impacts for Trenton's residents, visitors and business community by creating improved access and opportunities for all.

- 1. Catalyzing Projects and Initiatives**
- 2. Championing Trenton's Economic Development Story**
- 3. Cultivating Strategic Partnerships and Community Engagement**
- 4. Building on Greater Trenton's Strengths**

KEY OBJECTIVES

1. Catalyzing Projects and Initiatives

Serve as a catalyst for existing and prospective projects and initiatives by providing support to developers, investors, brokers, businesses, and other parties interested in doing business in Trenton.

Key objectives:

- Provide one-stop, individualized support for existing and prospective projects and initiatives.
- Serve as an economic adviser and thought partner to community, business, and public leaders.
- Establish Greater Trenton as a co-developer for specific projects.

2. Championing Trenton's Economic Development Story

Drive an intentional narrative about Trenton's economic development promise and progress, and Greater Trenton's role in making things happen.

Key objectives:

- Sharpen Greater Trenton's public message to make it easy to understand.
- Celebrate successes – big and small.
- Promote TrentonDaily and TrentonSpeaks.

3. Cultivating Strategic Partnerships and Community Engagement

Build, support, connect, and maintain partnerships and community engagement that advance Greater Trenton's mission and Trenton's economic development ecosystem.

Key objectives:

- Partner with all levels of government and private sector organizations and institutions to leverage increased support for Trenton.
- Amplify efforts of community-focused partners.
- Create opportunities for the general community to engage with Greater Trenton.

4. Building on Greater Trenton's Strengths

Invest in Greater Trenton's Board, staff, and infrastructure to sustain the work over the long-term.

Key objectives:

- Capture and communicate impact metrics.
- Invest in the Board of Directors.
- Complete an organizational succession plan.
- Improve financial sustainability.

BOARD MEMBER ORGANIZATIONS



Greater Trenton is an independent 501(c)(3) nonprofit that uses private funding and a network of collaborative relationships to advance economic revitalization efforts in Trenton, New Jersey.

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