



CREATING GREATER TRENTON'S 2021 – 2024 STRATEGIC PLAN

In early 2021, Greater Trenton launched a strategic planning process to identify goals and objectives, strategies and tactics for the organization to achieve the greatest positive impacts for the city of Trenton, its current and future residents and business community.

WHAT WE DID

- ▶ Engaged 44 representatives from community-based organizations, government agencies, anchor institutions, businesses, and people who live and work in Trenton through individual interviews and focus groups
- ▶ Fielded a community survey that was open to the entire public and received 249 responses, including from individuals who currently live, work, and attend school in Trenton, and individuals who are interested in relocating to Trenton
- ▶ Completed a scan of local and industry trends and best practices
- ▶ Held multiple strategy sessions with Greater Trenton's Board of Directors, staff, Advisory Committee, and Strategic Planning Committee

WHAT WE LEARNED

- ▶ Greater Trenton has established itself as a trusted, non-partial advisor focused on economic revitalization and development.
- ▶ Focusing and leveraging this core competency – and making sure more know about its work and focus – is essential for success.
- ▶ Greater Trenton's expertise with economic development complements the efforts of numerous others who are working every day to make Trenton a great place to live, work, play, and visit.
- ▶ This is a moment of great anticipation and opportunity for Trenton, and expectations are high for Greater Trenton to demonstrate tangible progress with advancing economic development in the city.
- ▶ Greater Trenton needs to balance the attainment of visible, tangible results with the necessary work of creating foundational and aspirational aspects that will provide for future growth.
- ▶ The need for Greater Trenton's services and expertise is great, yet it operates within a finite capacity, and this necessitates a focus on targeted projects and outcomes, increased clarity around roles and expectations, and strategic efforts to amplify partners – all with a tight focus on economic development that will lift the city for all residents and businesses.
- ▶ Greater Trenton is well-positioned to serve as a catalyst for economic development by leveraging resources and connections, facilitating relationships, and advancing projects that will improve the City of Trenton for its current and future residents and business community.