

Strategic Goals – Action Plan

Goal #1 – Image/Brand/Destination

The City of West Allis will become the “preferred municipality in the Milwaukee metropolitan area, the state, and the country³” for visitors and residents through a centrally-focused marketing, branding plan and strategic, far reaching events.

| Strategic Action | Suggested Implementation Actions | Lead Dept/Gov | 2017 | 2018 | 2019 | 2020 | 2021 |
|---|--|---|------|------|------|------|------|
| Formalize a clear image marketing & brand development process | | Lead: City Administration, Communications, Mayor/Council Support: Chamber, Tourism Commission | | | | | |
| Align city newsletter with business and stakeholder investment (Tourism Commission) (strategic partnerships with businesses/community organization) – Aligning how we collaborate city agencies (e.g. BID, WA Chamber, etc) | Communications Department facilitates all external & internal messages | Lead: Communications Support: Development Chamber | | | | | |
| Collaborate with key community organizations/groups to center citizen & stakeholder engagement on community/neighborhood heritage, history & sense of community experiences/goals | | Lead: Communications, City Administration, West Allis Community Improvement Foundation Support: Neighborhood associations & block clubs Historical Society Mayor, Common Council | | | | | |

³ As per the City of West Allis Vision Statement.

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| <p>Coordinate communication of housing development & improvement goals, priorities & opportunities across citizen demographic groups & markets</p> | | <p>Lead: Development Support: Mayor, Common Council, CDA</p> | | | | | |
| <p>Create a Farmer’s Market marketing plan that expands the market’s role as a city-wide and regional destination</p> | | <p>Lead: Tourism Commission, Development Support: Mayor, Common Council, Health Chamber</p> | | | | | |
| <p>Develop a citywide residential and commercial corridor common community streetscaping and signage program that markets neighborhood, community, and corridor culture, strengths and welcomes visitors/residents/stakeholders</p> | | <p>Lead: Engineering, Development Support: Mayor, Common Council, CDA, Beautification Committee Tourism Commission</p> | | | | | |
| <p>Increase entertainment and specialty retail opportunities citywide to deepen block-level to commercial corridor connections as destinations</p> | | <p>Lead: Mayor, Development Support: Common Council, Chamber, BID, Tourism Commission</p> | | | | | |
| <p>Leverage Library success as city, county destination & local community center Link library ad campaign to city branding plan</p> | | <p>Lead: Library, Library Board Support: Mayor, Common Council Development</p> | | | | | |
| <p>Promote city-wide businesses across sectors by creating a city-wide marketing plan that connects them to the city’s renown walking and biking paths and trails</p> | | <p>Lead: Development, Engineering, Health Support: Mayor/Council, Chamber, BID, Communications, West</p> | | | | | |

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| | | Allis neighborhood associations/block clubs, Tourism Commission | | | | | |
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