



City of Kenyon Comprehensive Plan Economic / Community Development Goals

Economic / Community Development Goal #1:

Maintain a favorable climate for ongoing business activities and continue the development of a strong and balanced economic base.

Policies:

1. Encourage expanded retail commercial services and industrial development to provide a full range of goods and services to the community; provide employment opportunities to area residents; and, increase the City's tax base.
2. Maintain the Downtown Kenyon Business District as the center of commercial activity, social interaction and cultural expression in the City.
3. Develop strategies to stimulate the redevelopment of under-utilized sites and the development of vacant land and buildings.
4. Promote an on-going cooperative effort among the City, Economic Development Authority, Chamber of Commerce, Goodhue County, Kenyon Township, area cities, state agencies, local builders, business owners and residents to pursue a wide range of economic development opportunities.

Economic / Community Development Goal #2:

Encourage the development of unique programs that will create unity and viable image of the community and its business areas as a pleasant and exciting place to shop, work, and live.

Policies:

1. Support the efforts of the Chamber of Commerce to develop themes of interest for potential visitors to the Kenyon area.
2. Utilize incentive plans judiciously for the purpose of attracting new industrial, retail and service types of businesses to the community and to encourage the expansion of existing businesses.
3. Support the efforts of the private and public sectors in the development of meaningful economic incentives for existing or new business expansion.
4. Explore the possibility of hiring an Economic Development Director responsible for attracting new businesses to Kenyon.

Economic / Community Development Goal #3:

Encourage commercial and industrial businesses to improve their appearance.

Policies:

1. Support efforts to improve the appearance of commercial developments along City highways and industrial parks through the use of screening and landscaping.
2. Control, properly manage and encourage commercial areas to develop an attractive entrance and gateway to the community for the follow areas:
 - a) South of the City along Highway 56.
 - b) East of the City along County Road 12.
 - c) Downtown's east side.
 - d) Highway 60 East and West.

Economic / Community Development Goal #4:

Cooperatively utilize the existing resources in the community and develop new resources for industrial and economic growth and ensure a quality labor force.

Policies:

1. Seek ways to maximize business growth.
2. Continue to support efforts to retain existing business and industry and recruit additional ones.
3. Plan for industrial growth with land acquisition and zoning. Designate new and expand current industrial areas around Foldcraft.
4. Market the City more aggressively to attract and expand diversified industries.
5. Encourage the continued use and development of value-added agricultural products.
6. Recognize the need to upgrade and expand existing city infrastructure to support and promote continued development.
7. Ensure that Kenyon continues to have access to telecommunication infrastructure.
8. Encourage and support training to maximize human resources and growth.
9. Encourage the availability of housing to ensure an ample labor force.
10. Provide local access for continuing education by actively seeking out institutions to offer programs and services through the use of available technologies.