

STRATEGIC PLAN 2008 - 2012

Enhance and sustain our historic downtown business district

- **Develop innovative uses for CCDC real estate** by:
 - Learning from other CDC's
 - Hiring consultants, when appropriate
 - working with developers to provide creative ideas
 - Investigating TIF's, tax credit programs and other funding vehicles
- **Attract new businesses** by:
 - Developing an inventory of available commercial properties
 - Identifying & Marketing to businesses that will succeed in Carnegie
 - Developing marketing materials to entice new businesses
 - Developing financial incentives for new businesses
 - Investigating the possibility of the CCDC investing in a community grocery store
- **Plan for community infrastructure** by:
 - Advocating to the borough for a new comprehensive plan
 - Advocating for parking issues to be addressed
- **Address vacancies** by:
 - Working with borough to pass ordinance relating to blighted and vacant properties
 - Advocating for excellent codes and enforcement
- **Define business districts** by:
 - Creating plans for non-traditional business districts
- **Support existing businesses** by:
 - Developing signage around Carnegie
 - Creating a shop local campaign
 - Providing support and education to local Businesses
- **Development of Community Leadership** by:
 - Creating opportunities for more community people to be engaged in decision-making.



**Carnegie Community
Development
Corporation**

Mission Statement

The Carnegie Community Development Corporation (CCDC) is a non-profit organization committed to encouraging the development and growth of a vibrant, diverse and healthy Carnegie Community.

This mission is achieved through efforts in each of the following four areas:

Promote affordable and sustainable housing for all current and potential residents

- **Transform renters into owners** by:
 - Learning how other communities have been successful
 - Learning about and utilizing federal, state and bank programs for first time homeowners
 - Conducting workshops for potential home owners
 - Identifying available housing stock and potential owners
- **Attract new residents** by:
 - Developing new or renovated high quality housing
 - Developing a marketing plan geared towards potential residents

Market the unique assets, location and opportunities in Carnegie to a greater regional audience

- **Create awareness of assets and success** by:
 - Developing new bi-monthly e-newsletter
 - Encouraging coverage of Carnegie news in regional press
 - Creating a community brochure
 - Creating a community marketing kit
- **Addressing flood concerns** by:
 - Researching and developing a one-sheet with facts about the flood and remediation
- **Utilizing the CCDC website better** by:
 - Making it more interactive
 - Ensuring up-to-date content

Foster collaboration, dialogue and ownership among all members of the community

- **Create opportunities for residents to have voice and ownership in the community** through
 - Creating community events and volunteer opportunities
- **Create opportunities for business owners to have voice/ownership** by
 - Inviting business owners to participate in CCDC committees
 - planning quarterly networking mixers
- **Maintaining relationship with state and federal politicians, continuing dialogue with local politicians**
- **Developing opportunities for service providers to dialogue** through
 - Monthly service providers meetings
 - Continued collaboration on initiatives