

Vision

Future economic development goals and objectives for Council Grove should focus efforts on business retention, attraction of new primary employment, enhancements to downtown, and development of tourism.



Goals and Objectives

- 1 Retain existing businesses.**

Actions to retain existing businesses should be considered as a way to create a stable economic base while still trying to grow. Existing businesses in Council Grove have credibility with residents and should be capitalized upon through small business programs and marketing that supports and rewards business owners.
- 2 Identify gaps in retail services.**

Providing necessary retail services for residents or short term visitors ensures that money on those products is being spent in Council Grove rather than surrounding areas.
- 3 Attract new primary employment.**

Primary employment is jobs that provide goods and services that are for use outside the local market, bring new revenue into the market. The focus of the economic development strategy for Council Grove and Morris County should be in light manufacturing and bio-agricultural clusters.
- 4 Promote and attract tourism in Council Grove.**

Council Grove offers a historic downtown, many recreational opportunities and is rich in historic character. Travel and tourism is an economic opportunity for the community.
- 5 Support the development and recruitment of a skilled and competitive workforce.**

Creating an environment that supports skilled workers can attract new residents, and retain existing ones. This can be achieved through programs that target job creation and promote skilled labor.