



## GOALS:

### I. To Make Winston-Salem a Better City by

- 1) Increasing Retention of
  - i. Residents
    - a. Adults
    - b. College Students
  - ii. Current Employees
- 2) Attracting New
  - i. Residents
  - ii. Visitors
  - iii. Employees
- 3) Supporting Businesses
  - i. New & Established Businesses (both large and small)
  - ii. Attracting New Businesses to Open In Winston-Salem
- 4) Promoting other nonprofits whose mission is to benefit Winston-Salem
- 5) Promote Winston-Salem as a Community
  - i. Improve feelings of Connectedness
  - ii. Demonstrate and promote Winston-Salem as an open-minded and welcoming community

### II. Increase Local, State, Regional and National Recognition of Winston-Salem

- 1) Associate Recognition of Winston-Salem in a positive manner