

STRATEGIES

Strategy #1: Explore business development strategies to attract, retain, and grow businesses in Perry

- Work with local, regional, and state economic development entities to develop shared and coordinated strategies for business attraction.
- Develop services and facilities to support start-up companies, entrepreneurs, and those working remotely (e.g. co-work space, business incubator.)
- Hire an economic development coordinator for the City.
- Maintain strong working relationships with local businesses.
- Educate businesses and entrepreneurs about economic development incentive programs.
- Partner with ISU, VanKirk Career Academy, and local businesses to develop business and entrepreneurship training programs.

Strategy #2: Develop programs to encourage visitors, employees, and residents to shop locally

- Sell Downtown gift cards/dollar to be used in participating shops and restaurants.
- Develop a marketing program and identity system to create a "sense of place" and showcase historic assets in Perry.
- Organizing events to showcase local businesses (e.g. retail mash-ups, late night events holiday markets.)
- Create a self-guided walking tour of historic sites and attractions in the City.
- Create a free map of Downtown businesses and attractions.

Strategy #3: Cultivate the local workforce to expand job opportunities and meet the needs of the business community

- Create a program to match Perry high school students with local businesses for internships, mentorships, and shadowing opportunities.
- Partner with DMACC and ISU to provide customized training opportunities tailored to local businesses and business groups.
- Partner with DMACC and ISU to expand post-secondary and continuing education programs for residents of all ages.
- Explore workforce development grant opportunities and educational partnerships through regional and state economic development entities.



Develop services and facilities to support start-up companies, entrepreneurs, and those working remotely (e.g. co-working space)



Create a self-guided walking tour of historic sites and attractions in the City



Develop a "shop local" campaign to encourage visitors, employees, and residents to shop locally



Continue to invest in amenities like quality housing, schools, parks, trails, and open spaces that make Perry an attractive place



Partner with DMACC and ISU to provide training and professional development to support local businesses, start-ups, and entrepreneurs



Experiment with temporary uses in vacant storefronts in Downtown (pop-up shops/galleries)

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Strategy #4: Market Perry as a community of choice for prospective residents and businesses

- Market Perry through enhanced branding, marketing materials, and the City website.
- Support regular community programs, festivals, and events.
- Continue to invest in amenities like quality housing, schools, parks, trails, and open spaces that make Perry an attractive place to live and work.

Strategy #5: Encourage growth of Perry's tourism industry through the development of unique services, attractions, and amenities

- Expand opportunities for historic and cultural tourism taking advantage of existing resources in the Carnegie Library Museum, the Town/Craft Center, and other institutions. Make Perry's history and integral design theme in community parks and public spaces.
- Develop an outdoor recreation theme for local tourism by supporting new businesses such as outfitters, mountain biking, paintball, kayaking, etc.
- Promote Perry as a destination for weddings.
- Market the Town/Craft center and other venues as spaces for meetings, retreats, and conferences.
- Develop partnerships with regional arts and cultural institutions to bring new programming and exhibits to local venues (e.g. Des Moines Art Center, Science Center of Iowa, Iowa Artists, etc.)

Strategy #6: Continue downtown revitalization efforts

- Encourage a vibrant and diverse mix of uses in Downtown, including civic institutions, housing, shopping and retail services, parks, and existing industrial uses.
- Consider new uses in Downtown: Artist lofts, Live/Work spaces, Entrepreneurial support spaces.
- Define a specialty niche for Downtown businesses (e.g. Wedding destination, specialty foods/restaurants, arts and craft, etc.)
- Experiment with temporary uses in vacant storefronts (pop up shops/galleries).
- Continue implementing streetscape and public realm enhancements as guided by the downtown plan.
- Hire a Downtown Development Coordinator.
- Create a volunteer committee to work on beautification and façade improvement projects.
- Encourage redevelopment, rehabilitation, and preservation of historic buildings.
- Organize community gatherings and events in Downtown.