DRAFT SMART GOALS FROM AUGUST TEXAS FOREST COUNTRY SET PLANNING SESSION

Tourism:
Group 1
Opportunities:
- create regional task force
- historical trail

Draft Goal T1:
Tourist spending/hotel nights in Texas Forest Country will increase within two years.

> Strategies:
> ✓ Work with event coordinators to build exposure of events

Group 2
Opportunities:
- sports & recreation
- forest trails
- historical sites & markers

Draft Goal T2:
Hotel occupancy tax revenue will increase by 3% over 24 months.

> Strategies:
> ✓ Build activity around the trails/S&R/historical sites
> ✓ Increase visibility of events & tourism
> ✓ Create and measure # of websites, printed pieces

Forest and Wood Products:
Opportunities:
- outreach to governor's office for marketing Texas wood products nationally and globally (through EDCs)
- increase exports of wood products
- increase research in usage of wood products

Draft Goal F1:
Attract new wood manufacturing/processing facility to the Texas Forest Country region with 150-200 new jobs within 5 years.

> Strategies:
> ✓ Assist in finding technical assistance and connections for EDCs

Advanced Materials:

1 Group
Opportunities:
- develop internal growth w/in 12-county industries (versus bringing in new industries)
- innovative entrepreneurs

- economic gardening (and training) or something else
- retain workers for more than 3 years (reduce turnover)
- develop regional healthcare collaborate (ex., 1000 employees eliminates broker)

Draft Goal AM 1:
The Texas Forest Country advanced manufacturing industries will experience a 5% increase in jobs and revenue by 2020.

Strategies:

Draft Goal AM 2:
Retail talent w/in Advanced Materials manufacturers.

Strategies:
✓ Research retention solutions

Healthcare:
Group 1
Opportunities:
- improve health outcomes & health factors, esp. related to cancer and diabetes
- education—nutrition

Draft Goal H1:
The Texas Forest Country will experience a 10% reduction in diabetes rates by 2020.

Strategies:
✓ Partnership w schools/education, food bands, ADA, hospitals/healthcare orgs
✓ Identify target communities
✓ Align partnership w like organizations

Group 2
Opportunities:
- affordable health care
- decreasing drug use

Draft Goal H2:
Increase acceptability of HMOs to 100% of all doctors by 2020

Draft Goal H3:
Decrease drug use by 20% among high school students entering the workforce and 50% among working adults aged 25+ by 2020.

Draft Goal H4:
Increase the number of doctors working in the Texas Forest Country by 10% by 2020.

Strategies: