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: