

2023 - 2024 Strategic Plan



Mission

"We serve as stewards that promote, develop, and support a strong greater Upton community."

Vision

Create an Upton, WY with economic vitality, an engaged, healthy and educated population, and a sustainable and vibrant community

2023-2024 Goal: Hotel Completion

10-Year Goals

Job and Business Growth

Housing

Infrastructure Improvements

Attractive Community

Involved Community

Educated Population

Stability / Sustainable Economy for Future Generations

Primary Strategies

Business Retention and Expansion

Strategies

- Development of Business Retention and Expansion Campaign
- Personalized one-on-one meetings with businesses in target industries
- Strengthen relations with UEDB partners to bring business resources to community
- Further analysis of business strengths and weakness to assess overall community need

Professional Preparation

Strategies

- Prepare commercial sites in Upton for future development opportunities
- Tailor promotional toolkits for UEDB professional development opportunities
- Brand UEDB as the center for information, resources and assistance
- Continue to develop marketing and communication tactics that supports UEDB practices

Community Preparation

Strategies

- Develop and implement "Why Upton?" messaging campaign to promote the "Best Town on Earth"
- Further development of Think Upton First 2.0 Campaign
- Collaboration organizations in Upton to stimulate growth
- Lead and develop community tourism platform through Think Upton First 2.0