



City of Lawrence - Economic Development Plan

LAWRENCE, INDIANA



CLIENT:

Mayor's Economic Development Commission
 City of Lawrence
 John Goss, Former Director
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SERVICE AREA(S):

Organizational Strategy
 Economic Development

TIMEFRAME:

May 2006 - July 2006

PROJECT DESCRIPTION:

Although the City of Lawrence, Indiana is a part of the Uni-gov system of Indianapolis, it is also a separate City with its own mayor, city council, police and fire departments, and identity. To this end, the City decided it was critical to begin the process of convening stakeholders to understand a strategic economic development plan for the future in the community.

EDEN was hired to facilitate this economic development planning exercise with a cross section of Lawrence stakeholders. Through a series of workshop meetings, EDEN created a strategic plan document that outlined key economic development principles and initiative opportunities for the future.

RESULTS:

The City of Lawrence has used this document to guide its efforts in economic development as well as taking several recommendations for branding and communications and put them to work in the community. In particular, discussion about Lawrence being a "healthy community" has been effective in communications.