



2. Project Objectives

The goals of this action plan were established through a series of meetings with town officials, Snyder area business people, and other key community stakeholders. Based on these discussions, this study will propose improvements to the physical attributes of the business area. Suggested improvements will build on Snyder’s historic strengths, seek to mitigate some of its current shortcomings, all while helping to attract new investment to this unique community and trying to “re-energize” the positive perceptions of the area. The recommendations will primarily focus on short term actions (*one to five years*) to revitalize the Snyder business area, although longer-range options may also be suggested.

Objectives

- *Solicit thoughts, ideas, and concerns about the Snyder business district from key area stakeholders.*
- *Reinforce existing community networks and institutional and business linkages.*
- *Recommend ways to improve the safety and walkability of the neighborhood.*
- *Recommend ways to improve the marketability of the Snyder business district. This includes creating or reinforcing a sense of place and the “imageability” of Snyder.*
- *Provide the business community with a “jumping off point” and direction for further action toward implementing/moving forward with the “vision.”*