

2021-2025 Strategic Plan

Our mission is to assist the public and private sector to grow a resilient, inclusive, and equitable economy in Winter Haven.

What we do

The WHEDC occupies a unique position in Winter Haven, best described as a mission-based private sector partner working for the benefit of community and economic growth. The WHEDC has the vision and the technical expertise to assist the community and WHEDC stakeholders with:



Growth

Develop a land use and regulatory environment to create an inclusive economically thriving community in which existing and future businesses of all sizes and types can flourish.



Engagement

Assist prospective businesses with site selection and development support services.



Collaboration

Recruit resources from regional, state, or national partners for economic development opportunities that position the community for the future.



Guidance

Support urban redevelopment, affordable housing, and workforce development.

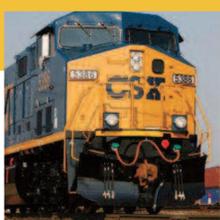
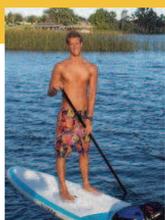


Vision

Explore emerging technological opportunities related to 'Smart City' ideals that can be supported by public and/or private sector community leaders as important investments for current and future generations.

Who we are

The WHEDC is a private, non-profit economic development organization that leverages the power of partnerships and collaboration to align resources for community investment, growth, and development.



Goals & strategies

1 Economic Growth for Winter Haven

- 1.1 Set the table for large-scale or important redevelopment
- 1.2 Maximize the use of underutilized parcels
- 1.3 Leverage fiber infrastructure
- 1.4 Offer technical assistance/ consulting services
- 1.5 Develop inter-organizational collaborative opportunities

2 Resilience & Inclusivity for Winter Haven

- 2.1 Identify regional, national, or global trends that create economic growth opportunities
- 2.2 Capitalize on publicly owned land
- 2.3 Work with CRAs
- 2.4 Support workforce housing
- 2.5 Engage in neighborhood revitalization efforts

3 Technology & High Wage Industries for Winter Haven

- 3.1 Promote Winter Haven
- 3.2 Create economic development nodes
- 3.3 Support a unique downtown experience
- 3.4 Explore new opportunities to boost economic vitality

4 Communications & Strategic Initiatives for Winter Haven

- 4.1 Consider annexation opportunities
- 4.2 Promote the nexus of economic development and transportation
- 4.3 Synthesize long-term planning initiatives

5 Quality of Life and Environment in Winter Haven

- 5.1 Voice support for continuing public K-12 education improvements
- 5.2 Continue to build on the strong higher education system and WHEDC relationships
- 5.3 Leverage Winter Haven's natural resources
- 5.4 Merge transportation, cultural and recreational opportunities with economic development

6 Sustainability for the WHEDC

- 6.1 Deploy marketing and communications strategy
- 6.2 Build the WHEDC to thrive
- 6.3 Expand staff
- 6.4 Leverage relationships