



INTRODUCTION: Envision Mineral Wells is a collaborative effort between community stakeholders and the Mineral Wells City Council to identify and prioritize the most critical issues facing Mineral Wells in the coming decade.

PRIMARY FOCUS:

Envision Mineral Wells has been guided by a Steering Committee comprised of more than 50 community thought leaders. The plan is organized around 6 primary topics and related sub topics. Several key “issues” were identified under each topic and from that goals and objectives were recommended. These recommendations will form the basis for engaging the community and moving the plan forward.

- 1. ECONOMIC COMPETITIVENESS**
- 2. MAINTAINING A COMPETITIVE WORKFORCE**
- 3. COMMUNITY REDEVELOPMENT**
- 4. INFRASTRUCTURE & MOBILITY**
- 5. QUALITY OF LIFE**
- 6. PROMOTE COMMUNITY PRIDE**

1. ECONOMIC COMPETITIVENESS

Goal 1: Grow and diversify the economy of Mineral Wells

Objective 1: Create, expand and recruit companies in our targeted business clusters; Tourism, Healthcare, Aviation, and Manufacturing

Objective 2: Retain and expand existing companies in our targeted business clusters.

Objective 3: Provide the resources and support necessary for the creation, establishment, and sustainability of Mineral Wells business Clusters.

Goal 2: Maintain, improve and develop the primary facilities and infrastructure necessary to support the growth of our targeted business clusters.

Objective 1: Promotes/develop the Mineral Wells Municipal Airport as an economic asset.

Objective 2: Promote/develop the Fort Wolters Industrial area.

Objective 3: Explore expansion and development of current and future industrial park to attract tech, supply and other industrial development.

2. MAINTAINING A COMPETITIVE WORKFORCE

Goal 1: Performance: Work to improve Pre-K through 12th Grade public school performance, student educational attainment, and perceptions of the system.

Objective 1: Increase the expectation for our students and set higher goals and standards for our local young people

Objective 2: Engage in more marketing of our schools and the opportunities offered at Mineral Wells Independent School District

Goal 2: Partnerships: work to develop partnerships among and between our educational institutions with business and government at all levels.

Objective 1: maintain, strengthen and expand business partnerships, inclusive of a focus on STEM as well as CTE.

Objective 2: Strengthen the partnership with Weatherford College and develop strong partnerships with additional institutions of higher education in North Texas.

Goal 3: Workforce: Work to ensure the workforce development system addresses the need for skilled workers required by Mineral Wells Targeted Business Sectors.

Objective 1: Develop a strong partnership with the North Central Texas Workforce Board.

Objective 2: Determine the most critical jobs/skills needed for Mineral Wells employers and develop a plan to provide the necessary skilled workforce.

3. COMMUNITY REDEVELOPMENT

Goal 1: Identify and focus on the redevelopment of areas deemed most critical.

Objective 1: Downtown: utilizing the plan established by UT Arlington, focus on the redevelopment of downtown, with an emphasis on retail, dining and entertainment.

Objective 2: Neighborhoods: Develop priorities and plans for the revitalization of existing, targeted neighborhoods.

Goal 2: At-risk/underserved populations: Identify and establish the support necessary to serve Mineral Wells at risk and underserved populations.

Goal 3: Housing: Address the need for housing development in Mineral Wells at all levels from executive housing to affordable housing.

4. INFRASTRUCTURE & MOBILITY

Goal 1: Infrastructure Plan: Develop a formal plan of growth to include utilities, roadways (to include bypass loop), water and sewer infrastructure needs to serve anticipated growth for commercial and residential areas.

Objective 1: Bypass: Develop a bypass loop or truck route to route trucks out of the downtown area; stage construction, public outreach needed

Objective 2: Connectivity: Provide safe and attractive pedestrian and bicycle facilities to connect points of interest

Goal 2: Enhance Mobility: Address congestion and mobility by using all funding sources available; local, state and federal, to synchronize traffic signals on major highways and evaluate the possible reduction in total signal lights

Goal 3: Develop Airport: Fully utilize the Mineral Wells Municipal Airport for growth potential

5. QUALITY OF LIFE

Goal 1: Expand amenities in the City

Objective 1: Expand arts and cultural amenities in the City.

Objective 2: Properly maintain and develop more parks, trails and other amenities for recreational activities.

Objective 3: Develop facilities and activities that serve the youth population of Mineral Wells.

Goal 2: Work with Mineral Wells healthcare providers to expand medical and mental health care within the community.

Goal 3: Clean up blighted areas by focusing on code enforcement, to include levying fines, as well as infrastructure improvements.

6. PROMOTE COMMUNITY PRIDE

Goal 1: Enhance local pride and levels of engagement in the Mineral Wells community.

Objective 1: Pursue and internal marketing campaign, focused on enhancing local pride.

Objective 2: Achieve community “buy-in” for the implementation of the “Envision Mineral Wells” Strategic Plan.

Objective 3: Formalize opportunities for interaction between community stakeholders at all levels and elected officials.

Goal 2: Identify and assess Mineral Wells’ strengths and weaknesses

Objective 1: Consider community wide recognition of Mineral Wells’ strengths.

Objective 2: Develop strategies to address Mineral Wells’ weaknesses

Goal 3: Develop a brand identity and comprehensive marketing strategy for the City of Mineral Wells.

GET INVOLVED!

The success of Envision Mineral Wells is dependent on local, passionate volunteers committed to seeing Mineral Wells prosper. If you have time, talent, treasure, and influence you are willing to deploy in service to this community consider contacting one of the primary stakeholders listed on the back of this brochure.

STRATEGIC PARTNERS:

ECONOMIC DEVELOPMENT

Mineral Wells Area Chamber of Commerce
Mineral Wells Area Growth Council
Mineral Wells Industrial Foundation
Governor's Office of Economic Development and Tourism
Major Employers
Business Leaders

EDUCATION & WORKFORCE DEVELOPMENT

Mineral Wells Independent School District
Weatherford College
North Central Texas Workforce Board
Texas Workforce Commission
Texas Education Agency
Higher Education Coordinating Board

COMMUNITY BASED

Mineral Wells Ministerial Alliance
Health & Human Services Non Profits
Youth Service Organizations
Civic Clubs

MOBILITY

MPO
TX DOT Resident/District Engineers
Transportation Companies

QUALITY OF LIFE

Palo Pinto General Hospital
Mineral Wells Police Department
Mineral Wells Fire Department
Emergency Responders
Mineral Wells Art Association
Texas State Parks Department
Palo Pinto County Historical Society
Historic Mineral Wells
Mineral Wells Heritage Association
Texas Historical Commission
Health and Human Services
Texas Commission for the Arts

GOVERNMENT

City Officials
County Officials
North Central Texas Council of Governments
State Elected Officials
Federal Elected Officials

PRIMARY STAKEHOLDERS CONTACT INFORMATION:

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