

Strategic Planning Begins in Wichita Falls

Planning for a prosperous economic future has begun in Wichita Falls. The Defense Diversification initiative is the result of a government-funded study to help prepare communities to broaden and diversify their economy in order to support industries other than military as their major economic engines. This large campaign is being headed-up by Mr. Dave Clark, of the City of Wichita Falls. The City has pooled its' resources among many of the major constituencies in Wichita Falls to supply TIP Strategies, the company contracted out of Austin, TX to perform this comprehensive study, with the most accurate information on our community in order for them to complete the study.

When Mayor Lyne took office, he wanted to implement a strategic plan for the future of Wichita Falls that would encompass all of the missions/goals/plans existing among the major entities in our community (the BCI, City Planning, Downtown Development, the County, Midwestern State, etc.). The Defense Diversification plan is an attempt to accomplish the Mayor's plan by compiling all of these existing plans and to help fill in any existing gaps among them to help plan for the future of Wichita Falls is concerned. Mayor Lyne as well as many other leaders from the community feel this study is very necessary to secure economic prosperity for the future of Wichita Falls.

The BCI was able to provide TIP Strategies with a large portion of the data they gathered on our community because part of the services we provide is to keep accurate data on our community and the major economic entities therein. Further, the BCI serves as the Economic Development entity for our community, and therefore looks forward to collaborating on any efforts to secure future economic prosperity for our community.