

## **Strategic Priorities by Goals for Creative City of Gastronomy**

### **Build Organizational and Compliance Capacity (*Current Priorities*)**

- Define and plan the Advisory Group, Develop the Mission, Vision, and Guiding Principles, Prepare a Strategic Work Plan with annual review and updates
- Hire a Project Manager
- Integrate UNESCO Sustainable Development Goals (SDGs) for Gastronomy with the Work Plan
- Complete community inventories and baseline research for existing programs and initiatives for new programs
- Develop academic partnerships for research and understanding of heritage, history, and foods
- Ensure compliance with UNESCO requirements

### **Understand and Communicate the Food Culture, Landscape, and Intangible Heritage of San Antonio (*Current Priorities*)**

- Establish a baseline for economic impact of the culinary industry in San Antonio
- Create and Implement a marketing and media plan for the Creative City of Gastronomy program
- Preserve and Promote Culinary Traditions for future generations
- Develop regional and international programs to support sustainable food culture

### **Encourage Community Planning to Support Sustainable Development Goals (*Mid-Term Priorities*)**

- Integrate UNESCO Sustainable Development Goals with the Creative City of Gastronomy program
- Promote the integration of Sustainable Development Goals into City of San Antonio policies
- Encourage and foster discussion among community partners to include Sustainable Development Goals in their own Strategic Plans
- Develop a funding plan with diversified sources including fees, sponsorships, donations, and appropriations
- Develop policies and processes to vet, select, and prioritize program ideas

### **Raise Community Consciousness of the Farm, Food, and Waste Cycle (*Long-Term Priorities*)**

- Develop and implement an educational plan for the Community
- Develop and implement school curriculum and institutional program on sustainable food practices
- Include restaurants, schools, and businesses in the City of San Antonio organics program
- Define and collect local data on food security and waste diversion