



## **BESSEMER INITIATES CITY'S FIRST COMPREHENSIVE PLAN**

### *VISION2040: Forging Bessemer's Future Together*

**BESSEMER, AL. – Nov 3, 2020 --** The City of Bessemer is pleased to announce that it has begun the process of developing a strategic and comprehensive plan for the City. This initiative, called “Vision 2040: Forging Bessemer’s Future Together” is being hailed as an important next step in the City’s evolution.

“Within this past year we have experienced tremendous growth with several major corporate entities announcing they will be moving into the city,” says Bessemer Mayor Kenneth Gulley. “In the next few years, thousands of new jobs are projected as major corporations including Amazon, Dollar General, Carvana, and FedEx build a major presence in our city.”

“Downtown revitalization and promoting a clear vision for Bessemer’s future are among our priorities,” Gulley added, “which is why we are excited to announce our visioning and planning process. The development of our Strategic and Comprehensive Plan will be accomplished in phases. The initial phase focuses on the development of a citywide Mission Statement and Vision Framework, which will serve as a foundation for the development of the City’s Comprehensive Plan and set the direction for the City’s future and our community’s highest aspirations.”

A series of interviews are being conducted with City leadership, local business owners, and a Stakeholder Committee that is comprised of representatives from each district, local businesses, and the City’s educational system. Online and print surveys are also being used to give the citizens of Bessemer the opportunity to participate and share their thoughts on what they want Bessemer to look like by the year 2040. The link to the online survey is <https://www.surveylegend.com/s/2pj7>.

“We needed a cohesive plan to manage the City’s impending economic growth and development,” said Bessemer City Council President Cynthia Donald. “Our goal is to secure the best natural, cultural, and business amenities for all who live, work and invest here. The City Council is excited about this effort and being a part of the discussions and visioning process for Bessemer’s future.”

#### **ABOUT THE CITY OF BESSEMER**

The City of Bessemer was founded in 1887 by coal magnate Henry DeBardeleben. The City is located in the heart of central Alabama and is home to 27,000 residents. Just as the City saw rapid growth in its early years, earning it the nickname “The Marvel City”, it has recently seen tremendous growth as new corporate partners are moving into the City. Bessemer is unique in that it owns and operates its own power and water utilities, as well as an airport that serves as a reliever airport for Birmingham International Airport. Bessemer is the hub of western Jefferson County, Alabama and is an economic engine that is driving development in the Birmingham-Hoover Metropolitan area.

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