



Great Bend City Council Strategic Plan

Vision:

Great Bend is a thriving, prideful, community of choice, that safeguards community values, and fosters growth to enhance quality of life.

Mission:

To provide exceptional customer service and quality city services needed to promote a safe, vibrant, economically thriving city with a high quality of life.

Values:



Professionalism

We will display a high level of skill, competence, and pride while striving for excellence in all endeavors.

Responsibility & Accountability

We will take ownership in achieving results and will hold ourselves accountable for our actions.

Innovation & Teamwork

We will foster ideas that positively impact on our community, and implement them through the selfless, coordinated efforts of individuals working together for the common good.

Diversity & Engagement

We will recognize and value all viewpoints, experiences and approaches and will engage with the community to seek help in achieving our goals.

Ethics & Integrity

We will firmly adhere to a strict moral and ethical code; consistently and transparently doing what merits trust.

Goal 1 - Economic Development. To develop and support a vibrant local economy that focuses on retention, recruitment and expansion of businesses and industry.

Objective 1. Assess and evaluate economic development services for the city.

Timeline: July 2019

Who will lead: City Council

Resources required: N/A

Objective 2. Reconsider retail recruitment proposal to assist with growing retail base.

Timeline: Aug 2019

Who will lead: City Council and City Administrator

Resources required: Meeting and staff time

Objective 3. Develop comprehensive Economic Development incentive guidelines for new and existing businesses and industry.

Timeline: Jan. 2020

Who will lead: Eco Devo, City Administrator, Council

Resources required: Meeting and staff time

Objective 4. Develop 5-year strategic plan for Economic Development

Timeline: May 2020

Who will lead: City Council, Administrator, Eco Devo and Consultant

Resources required: Staff Time, \$\$

Objective 5. Host Bi-Annual Mayor's Business Roundtable to promote growth of local business and industry.

Timeline: April 2020

Who will lead: Eco Devo, Administrator

Resources required: \$\$

Objective 6. Collaborate with City partners to develop a plan to improve city-wide public transportation to include BCC.

Timeline: Dec. 2021

Who will lead: Eco Devo, Administrator

Resources required: \$\$

Goal 2 - City Government. To become a transparent, well-functioning city government that encourages participation and involvement of all citizens.

Objective 1. Review city documents for posting for online access including permit applications, utility requests, reservation requests, etc. to increase public access.

Timeline: May 2020

Who will lead: Community Coordinator, City Clerk, Building Official

Resources required: Staff Time

Objective 2. Host intergovernmental meetings among city, county, school and college staff and elected officials to increase networking and sharing of resources.

Timeline: Jan. 2020

Who will lead: Administrator

Resources required: N/A

Objective 3. Increase transparency by developing plan to improve and expand council meeting broadcasts.

Timeline: Jan. 2020

Who will lead: Community Coordinator, Network Administrator

Resources required: Staff Time, Equipment Upgrades

Objective 4. Develop organization-wide succession plan.

Timeline: Dec. 2020

Who will lead: HR Director

Resources required: Staff Time, Training

Goal 3 - Infrastructure. To provide infrastructure in the most efficient and equitable manner, consistent with sound environmental growth.

Objective 1. Develop a city-wide Vehicle/Equipment Replacement schedule to plan for long-term replacement of vehicles and equipment.

Timeline: July 2020

Who will lead: Department Heads, City Administrator, Engineers, City Council

Resources required: Plan will identify financial commitment.

Objective 2. Develop a 5-year Capital Improvement Plan to address the City's long-term capital needs.

Timeline: May 2020

Who will lead: Department Heads

Resources Required: Staff Time

Objective 3. Identify and apply for grant funding to support infrastructure development with the goal of acquiring one major outside funder per year.

Timeline: Ongoing

Who will lead: City Administrator and Department Heads

Resources required: Staff time

Objective 4. Initiate the process for a water and sewer rate review.

Timeline: Sept. 2020

Who will lead: Public Works Director, Consultant

Resources required: Staff time

Objective 5. Develop long-term plan to address stormwater runoff and collection issues.

Timeline: Jan. 2021

Who will lead: Engineering, PW

Resources required: Staff time

Objective 6. Develop a plan for expanding the City's fiber network to improve utility system's monitoring and improved internet access for public events.

Timeline: Jan. 2022

Who will lead: Public Works and Public Lands

Resources required: Staff time.

Goal 4 - Community Appearance and Housing. To improve and sustain community aesthetics.

Objective 1. Rewrite city ordinances to streamline code enforcement.

Timeline: Jan. 2020

Who will lead: Public Works, Code Enforcement

Resources required: Staff time

Objective 2. Erect welcome signs at the city's two most traveled entrances to create a welcoming atmosphere.

Timeline: Aug. 2020

Who will lead: CVB

Resources required: \$35,000

Objective 3. Install decorative way finding signage.

Timeline: Aug. 2021

Who will lead: CVB and Public Works

Resources required: \$\$, Staff time

Objective 4. Complete Housing Assessment Tool to understand community housing issues and prepare for grant funding.

Timeline: Jan. 2021

Who will lead: Economic Development, Department of Commerce, Administration

Resources required: Staff time

Objective 5. Develop neighborhood cleanup and dumpster program to improve and beautify the city.

Timeline: May 2021

Who will lead: City Administrator, Public Works

Resources required: Cost to be determined

Goal 5 - Public Safety. To provide adequate public safety to include fully staffed and trained personnel, facilities, resources, and marketing.

Objective 1. Provide a competitive wage and benefit (including retirement) structure that satisfies the needs of current and future staff.

Timeline: June 2022

Who will lead: HR Director, City Administrator

Resources required: \$\$\$

Objective 2. Develop proactive initiatives to engage citizens, enhance community's perception and reduce crime.

Timeline: Jan 2021

Who will lead: Police Chief

Resources required: Staff time, Training

Objective 3. Develop a plan for funding and construction of new police building.

Timeline: Jan. 2021

Who will lead: City Administrator, Police Chief, Building Official

Resources required: \$\$\$, Time

Objective 4. Develop a plan for purchase and installation of 800 MHz radio system

Timeline: July 2020

Who will lead: PD, FD, Administrator, Consultant

Resources required: \$\$

Objective 5. Create a drug prevention program for middle school / high school students that reaffirms elementary school drug and alcohol prevention programs.

Timeline: Aug. 2021

Who will lead: PD, SRO

Resources required: Staff Time

Objective 6. Create traffic control and enforcement initiatives to improve safety in key zones.

Timeline: Jan. 2022

Who will lead: PD

Resources required: Staff time, \$\$

Goal 6 - Community Quality of Life and Amenities. To improve the quality of life for citizens and develop and maintain city and area amenities (parks and recreation; natural resources including trails, biking, and natural areas; community events and festivals)

Objective 1. Develop a plan and identify funding for lighting replacement at Vet's park.

Timeline: Jan. 2020

Who will lead: Public Lands Director, Engineers, City Administrator

Resources required: Staff time.

Objective 2. Develop plan for full-depth concrete replacement of dragstrip racing surface.

Timeline: March 2020

Who will lead: Public Lands, City Administrator, Finance

Resources required: \$\$

Objective 3. Develop plan to build all-weather basketball courts at Brit Spaugh

Timeline: May 2020

Who will lead: Public Lands

Resources required: \$\$

Objective 4. Develop long-term plan for upgrades to baseball and softball fields city-wide.

Timeline: Jan. 2021

Who will lead: Public Lands,

Resources: Staff Time, \$\$

Objective 5. Collaborate with community partners to implement a city-wide Bike Share program

Timeline: May 2021

Who will lead: CVB, Public Lands, Community Partners

Resources required: Staff time

Objective 6. Develop plan to identify and expand recreational usage of the Arkansas River.

Timeline: Jan. 2023

Who will lead: Public Lands

Resources required: \$\$

Goal 7 - Community Marketing. To promote the image of the city and community to citizens and outsiders.

Objective 1. Develop program to promote and encourage community pride.

Timeline: Sept. 2019

Who will lead: Community Coordinator, City Administrator

Resources required: Staff Time, Marketing \$\$

Objective 2. Proactively address public criticism through increased public communications to provide factual information on city related issues.

Timeline: Jan. 2020

Who will lead: Community Coordinator, Dept. Heads

Resources required: Staff Time

Objective 3. Enhance business marketing for shopping areas Downtown and along 10th Street.

Timeline: Sept. 2019

Who will lead: Community Coordinator

Resources required: Staff Time, Marketing \$\$

Objective 4. Create an event to celebrate city's 150th anniversary.

Timeline: Jan. 2022

Who will lead: Comm Coordinator

Resources required: Staff time, volunteers, \$\$