



# **Town of Fountain Hills**

## **2017 Strategic Plan**

**May 18, 2017**

## TOWN OF FOUNTAIN HILLS 2017 STRATEGIC PLAN

### Goal # 1: Maximize Economic Development Opportunities in Fountain Hills

#### Objective #1 – Create or Utilize Tools to Help Market Fountain Hills for Economic Development Opportunities

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>	<u>Completion Date</u>
<input type="checkbox"/> Develop a community brand/vision/marketing plan for Fountain Hills	James Smith	June 2020	In progress
<input type="checkbox"/> Develop a new business resource package	James Smith	June 2017	Completed
<input type="checkbox"/> Increase funding for business accelerator programs	James Smith	July 2018	Completed
<input type="checkbox"/> Explore higher education opportunities in Fountain Hills	James Smith	Ongoing	In progress/working with EVIT & CC

#### Objective #2 – Increase Population and Residential Densities to Sustain Existing and Future Commercial Businesses in Town

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>	<u>Completion Date</u>
<input type="checkbox"/> Rezone commercial property to residential where feasible	James Smith / John Wesley	Ongoing	As opportunities present themselves
<input type="checkbox"/> Adopt a text amendment that allows residential uses on commercially zoned properties	John Wesley	June 2017	Completed
<input type="checkbox"/> Rezone unplatted land for greater density and affordable family homes	John Wesley	Ongoing	As opportunities present themselves

#### Objective #3 – Market/Promote Tourism to Generate Hotel Stays and Higher Dollar Expenditures During Visits to Fountain Hills

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>	<u>Completion Date</u>
<input type="checkbox"/> Create and expand destination events	Rachael Goodwin / James Smith	June 2019	Ongoing St. Patrick's Day / Fourth at the Fountain Turkey Trot / Craft Classic / Disc Golf Tournament

Yellow – High Priority

Blue – Medium Priority

White – Low Priority

## TOWN OF FOUNTAIN HILLS 2017 STRATEGIC PLAN

### Goal # 2: Ensure that Infrastructure in Fountain Hills is Well-Maintained and Safe

#### Objective #1 – Invest in and Maintain the Community’s Infrastructure

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>	<u>Completion Date</u>
<input type="checkbox"/> Develop and implement an investment plan to bring streets, buildings, and parks up to established standards	Grady Miller/ David Pock/Justin Weldy	June 2019	Pavement Analysis Report completed (Facilities Replacement Fund) 10 Yr. pavement plan to be presented Dec. 2019
<input type="checkbox"/> Commission a study to identify gap between actual and subdivision ordinance specifications and determine cost of meeting ordinance specifications	Justin Weldy/John Wesley	June 2019	Reviewed/Identified options to discuss

#### Objective #2 – Promote Environmentally Friendly Initiatives

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>	<u>Completion Date</u>
<input type="checkbox"/> Develop and adopt a comprehensive environmental plan for Fountain Hills	Justin Weldy/Raymond Rees	June 2019	In progress
<input type="checkbox"/> Research and report on economic and logistic feasibility of electric car charging stations	Justin Weldy	June 2018	Review

# TOWN OF FOUNTAIN HILLS 2017 STRATEGIC PLAN

## Goal # 3: Attract Families and Working Professionals to Fountain Hills

### Objective #1 – Utilize Landuse Planning to Attract Families to Fountain Hills

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>	<u>Completion Date</u>
<input type="checkbox"/> Work with State Land Trust to increase residential density	Council/Staff	December 2018	Ongoing efforts

### Objective #2 – Market and Promote Fountain Hills as a Unique Place for Families and Working Professionals

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>	<u>Completion Date</u>
<input type="checkbox"/> Collaborate with businesses in promoting town’s marketing plan	Economic Development Director/Grace Rodman-Guetter	July 2019	Ongoing
<input type="checkbox"/> Expand use of Social Media and on-line messaging	Grace Rodman-Guetter	Ongoing	Facilitating nine social media pages; Recreation Instagram account-August 2018
<input type="checkbox"/> Include family branding in marketing plan	Grace Rodman-Guetter/James Smith	June 2019	In progress
<input type="checkbox"/> Organize a young professionals group or organization	James Smith	June 2018	Completed/Formed FH Young Community
<input type="checkbox"/> Organize specialty youth camps (robotics, coding, arts, etc.)	Rachael Goodwin/ Linda Ayers	Summer 2018	Created first summer youth camp/ongoing Spring camp/Community Center take-over
<input type="checkbox"/> Support youth club sports	Rachael Goodwin/ Linda Ayers	Ongoing	Use of Town facilities at no cost Expand programs

Yellow – High Priority

Blue – Medium Priority

White – Low Priority

# TOWN OF FOUNTAIN HILLS 2017 STRATEGIC PLAN

## Goal # 4: Ensure that Fountain Hills Finances are Stable and Sustainable

### Objective #1 – Identify Sustainable Sources of Revenue to Sustain Funding of Town Core Services

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>	<u>Completion Date</u>
☐ Adequately fund all identified reserve funds	Town Council/Town Manager/ David Pock	December 2027	
☐ Identify revenue options	Town Staff/Town Manager/Town Council	September 2017	Completed/October 2017 / Ongoing
☐ Increase revenues to meet community needs including addressing projected operating shortfall	Town Manager/Town Council	November 2018	Town Election-Property Tax/May 2018

Yellow – High Priority

Blue – Medium Priority

White – Low Priority

## TOWN OF FOUNTAIN HILLS 2017 STRATEGIC PLAN

### Goal # 5: Focus on Strengthening the Community and Improving Town's Quality of Life

#### Objective #1 – Partner with the Fountain Hills Unified School District to Promote FH Education System

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>	<u>Completion Date</u>
<input type="checkbox"/> Include local school strengths in marketing plan	James Smith/Grace Rodman-Guetter	June 2019	Ongoing
<input type="checkbox"/> Work with FHUSD to maximize its property values	Town Staff/Council/FHUSD	December 2017	Addressed at 2/21/17 Joint Meeting
<input type="checkbox"/> Explore selling/leasing unused properties	Town Staff/Council/FHUSD	December 2017	Addressed at 2/21/17 Joint Meeting

#### Objective #2 – Utilize Intergovernmental Relations to Achieve Fountain Hills Priorities

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>	<u>Completion Date</u>
<input type="checkbox"/> Increase community efforts to lobby for municipal issues	Town Manager/Town Council	January 2018	Joined RPTA East Valley Partnership National League of Cities-July 2018 Continue to work with League of Cities & Towns to oppose Bills that are harmful to cities & towns

#### Objective #3 – Leverage the Talents of Residents to the Advantage of Fountain Hills

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>	<u>Completion Date</u>
<input type="checkbox"/> Utilize effective volunteer skills and talents	Volunteer Coordinator	Ongoing	Ongoing/over 900 volunteers <ul style="list-style-type: none"> <li>• Make A Difference Day</li> <li>• Home Delivered Meals</li> <li>• Give A Lift Program</li> <li>• Activities &amp; Volunteer Expo</li> <li>• Mayor's Youth Council</li> <li>• Save Our Sculptures Program</li> <li>• Community Center Christmas Decorating &amp; Celebration</li> <li>• Commissioners</li> </ul>

Yellow – High Priority     
 Blue – Medium Priority     
 White – Low Priority