



# **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> |
|--|----------------------------|----------------------------------|------------------------|
| ❑ Develop a community brand/vision/marketing plan for Fountain Hills | Scott Cooper               | June 2019                        | In progress            |
| ❑ Develop a new business resource package                            | Scott Cooper               | June 2017                        | Completed              |
| ❑ Increase funding for business accelerator programs                 | Scott Cooper               | July 2018                        | Completed              |
| ❑ Explore higher education opportunities in Fountain Hills           | Scott Cooper               | December 2019                    | In progress            |

#### 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>              |
|--|------------------------------|----------------------------------|-------------------------------------|
| ❑ Rezone undeveloped commercial property to residential where feasible                 | Scott Cooper/<br>Bob Rodgers | Ongoing                          | As opportunities present themselves |
| ❑ Adopt a text amendment that allows residential uses on commercially zoned properties | Bob Rodgers                  | June 2017                        | Completed                           |
| ❑ Rezone unplatted land for greater density and affordable family homes                | Bob Rodgers                  | 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>  |
|--|--------------------------------------|----------------------------------|---|
| ❑ Create and expand destination events | Rachael Goodwin/Grace Rodman-Guetter | June 2019                        | Ongoing<br>St. Patrick's Day / Fourth at the Fountain<br>Turkey Trot / Craft Classic / Disc Golf Tournament |

## 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>   |
|---|---|----------------------------------|--|
| <ul style="list-style-type: none"> <li>❑ Develop and implement an investment plan to bring streets, buildings, and parks up to established standards</li> </ul>                                       | Grady Miller/<br>Craig Rudolph/Justin Weldy | June 2019                        | Pavement Analysis Report completed (Facilities Replacement Fund) |
| <ul style="list-style-type: none"> <li>❑ Commission a study to identify gap between actual and subdivision ordinance specifications and determine cost of meeting ordinance specifications</li> </ul> | Justin Weldy/<br>Bob Rodgers                | 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> |
|--|----------------------------|----------------------------------|------------------------|
| <ul style="list-style-type: none"> <li>❑ Develop and adopt a comprehensive environmental plan for Fountain Hills</li> </ul>                    | Justin Weldy/Raymond Rees  | June 2019                        | In progress            |
| <ul style="list-style-type: none"> <li>❑ Research and report on economic and logistic feasibility of electric car charging stations</li> </ul> | 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> |
|--|----------------------------|----------------------------------|------------------------|
| ❑ 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>  |
|--|---------------------------------------|----------------------------------|---|
| ❑ Collaborate with businesses in promoting town’s marketing plan | Scott Cooper                          | July 2019                        | Ongoing   |
| ❑ Expand use of Social Media and on-line messaging               | Grace Rodman-Guetter                  | Ongoing                          | Facilitating nine social media pages;<br>Recreation Instagram account-August 2018 |
| ❑ Include family branding in marketing plan                      | Grace Rodman-Guetter/<br>Scott Cooper | June 2019                        | In progress   |
| ❑ Organize a young professionals group or organization           | Scott Cooper                          | June 2018                        | Completed   |
| ❑ Organize specialty youth camps (robotics, coding, arts, etc.)  | Rachael Goodwin/<br>Corey Povar       | Summer 2018                      | Created first summer youth camp/ongoing   |
| ❑ Support youth club sports                                      | Rachael Goodwin/<br>Corey Povar       | Ongoing                          | Use of Town facilities at no cost<br>Expand programs                              |

# 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>              |
|---|--|----------------------------------|-------------------------------------|
| <input type="checkbox"/> Adequately fund all identified reserve funds   | Town Council/Town Manager/<br>Craig Rudolphy | December 2027                    |                                     |
| <input type="checkbox"/> Identify revenue options   | Town Staff/Town Manager/Town Council         | September 2017                   | Completed/October 2017              |
| <input type="checkbox"/> Increase revenues to meet community needs including addressing projected operating shortfall | Town Manager/Town Council                    | November 2018                    | Town Election-Property Tax/May 2018 |

**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 | Scott Cooper/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<br>East Valley Partnership<br>National League of Cities-July 2018<br>Continue to work with League of Cities & Towns<br>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 | Heather Ware               | 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<br/>Community Center Christmas<br/>Decorating &amp; Celebration</li> <li>• Commissioners</li> </ul> |