



2017 STRATEGIC PLAN

STRATEGIC GOALS

VISION

Fountain Hills is a distinctive community with long term economic sustainability and vitality anchored with an active and vibrant town citizenship that serves to invigorate a rich cultural, social, and economic quality of life.

VALUES

Preserve the health, well being, and safety of all residents and visitors.

Champion the diversity of experiences our residents bring to our community and rely on this depth of experience to innovatively address our challenges and continually improve our community.

Take responsibility for our Town's success by building partnerships and investing in our talent and resources.

Steward this unique enclave, dedicated to preserving the environment and visual aesthetic and to living in balance with the Sonoran Desert.

Encourage a strong community that meets the needs of a growing, balanced demographic.

1 Economic Growth

1.1 Market Fountain Hills

- 1.1a Develop a community brand/vision/marketing plan
- 1.1b Develop a new business resource package
- 1.1c Increase funding for business accelerator programs

1.2 Sustain Commercial Businesses

- 1.2a Rezone undeveloped commercial property to residential where feasible
- 1.2b Adopt a text amendment that allows residential uses on commercially rezoned properties
- 1.2c Rezone un-platted land for greater density and affordable family homes

1.3 Promote Tourism

- 1.3a Create and expand destination events

1.4 Higher Education

- 1.4a Explore higher education options and opportunities in Fountain Hills

2 Infrastructure Maintenance

2.1 Invest in Fountain Hills

- 2.1a Develop and implement an investment plan to bring streets, buildings, and parks up to established standards
- 2.1b Commission a study to identify gap between actual and subdivision ordinance specifications and determine cost of meeting ordinance specifications

2.2 Promote Environmentally Friendly Initiatives

- 2.2a Develop and adopt a comprehensive environmental plan
- 2.2b Research and report on economic and logistic feasibility of electric car charging stations

3 Demographic Balance

3.1 Attract Demographic

- 3.1a Work with State Land Trust to increase residential density

3.2 Market and Promote

- 3.2a Distribute Town's marketing plan to local businesses
- 3.2b Expand use of social media and on-line messaging
- 3.2c Include family branding in marketing plan
- 3.2d Organize a young professionals group or organization
- 3.2e Organize specialty youth camps
- 3.2f Support youth club sports

4 Financial Stability and Sustainability

4.1 Identify Sources of New Revenue

- 4.1a Adequately fund all identified reserve funds
- 4.1b Identify revenue options
- 4.1c Increase revenues to meet community needs including addressing projected operating shortfall

5 Community and Quality of Life

5.1 Promote Education System

- 5.1a Include local school strengths in marketing plan
- 5.1b Work with FHUSD to maximize property values
- 5.1c Explore selling/leasing unused properties

5.2 Utilize Intergovernmental Relations to Achieve Priorities

- 5.2a Increase community efforts to lobby for municipal issues

5.3 Leverage the Talents of Residents to the Town's Advantage

- 5.3a Utilize effective volunteer skills and talents

STRATEGIC OBJECTIVES AND TASKS