



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>
<input type="checkbox"/> Develop a community brand/vision/marketing plan for Fountain Hills	Scott Cooper	June 2019
<input type="checkbox"/> Develop a new business resource package	Scott Cooper	Completed
<input type="checkbox"/> Increase funding for business accelerator programs	Scott Cooper	July 2018
<input type="checkbox"/> Explore higher education opportunities in Fountain Hills	Scott Cooper	December 2019

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>
<input type="checkbox"/> Rezone undeveloped commercial property to residential where feasible	Scott Cooper/ Bob Rodgers	Ongoing
<input type="checkbox"/> Adopt a text amendment that allows residential uses on commercially zoned properties	Bob Rodgers	Completed
<input type="checkbox"/> Rezone unplatted land for greater density and affordable family homes	Bob Rodgers	Ongoing

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>
<input type="checkbox"/> Create and expand destination events	Rachael Goodwin/Grace Rodman-Guetter	Ongoing

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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>
<ul style="list-style-type: none"> ❑ Develop and implement an investment plan to bring streets, buildings, and parks up to established standards 	Grady Miller/ Craig Rudolphy/Justin Weldy	June 2019
<ul style="list-style-type: none"> ❑ Commission a study to identify gap between actual and subdivision ordinance specifications and determine cost of meeting ordinance specifications 	Justin Weldy/ Bob Rodgers	June 2019

Objective #2 – Promote Environmentally Friendly Initiatives

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>
<ul style="list-style-type: none"> ❑ Develop and adopt a comprehensive environmental plan for Fountain Hills 	Justin Weldy	In progress
<ul style="list-style-type: none"> ❑ Research and report on economic and logistic feasibility of electric car charging stations 	Justin Weldy	June 2018

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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>
<ul style="list-style-type: none"> ❑ Work with State Land Trust to increase residential density 	Council/Staff	December 2018

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>
<ul style="list-style-type: none"> ❑ Collaborate with businesses in promoting town’s marketing plan 	Scott Cooper	July 2019
<ul style="list-style-type: none"> ❑ Expand use of Social Media and on-line messaging 	Grace Rodman-Guetter	Ongoing
<ul style="list-style-type: none"> ❑ Include family branding in marketing plan 	Grace Rodman-Guetter/ Scott Cooper	In progress
<ul style="list-style-type: none"> ❑ Organize a young professionals group or organization 	Scott Cooper	June 2018
<ul style="list-style-type: none"> ❑ Organize specialty youth camps (robotics, coding, arts, etc.) 	Rachael Goodwin/ Corey Povar	Created first summer youth camp/ ongoing
<ul style="list-style-type: none"> ❑ Support youth club sports 	Rachael Goodwin	Ongoing

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

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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>
<input type="checkbox"/> Include local school strengths in marketing plan	Scott Cooper/Grace Rodman-Guetter	In progress
<input type="checkbox"/> Work with FHUSD to maximize its property values	Town Staff/Council/FHUSD	December 2017
<input type="checkbox"/> Explore selling/leasing unused properties	Town Staff/Council/FHUSD	December 2017

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

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>
<input type="checkbox"/> Increase community efforts to lobby for municipal issues	Town Manager/Town Council	January 2018

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>
<input type="checkbox"/> Utilize effective volunteer skills and talents	Heather Ware	Ongoing