

## **Cedar City Strategic Plan**

“DRAFT”

August 12, 2015

### **MISSION**

Cedar City is dedicated to building on its rich heritage by being responsible stewards of community assets. The City staff and elected officials will provide innovative, reliable, efficient, transparent, and courteous services as we fulfill our responsibilities with dignity and respect to our citizens, neighbors, and visitors.

### **VISION**

Cedar City will be known for its safe, friendly atmosphere, educational and cultural opportunities, sustainable and strong neighborhoods, and economic opportunities allowing individuals, families, and businesses to prosper.

### **VALUES**

Respect: We acknowledge the diverse contributions and needs of all members of our community.

Stewardship: We prudently and efficiently manage financial and human resources, while promoting a safe, sustainable environment.

Integrity: We foster the highest ethical standards in our decisions and actions.

Innovation: We seek improved methods for providing desired services now and in the future.

Family: We design and provide services and facilities that enhance a safe, family-friendly atmosphere.

Volunteerism: We foster an active, service-oriented spirit where our residents can generously give of their time, talents, and resources for the betterment of our community.

Safety: We actively work to ensure a safe environment for our residents to live and work.

Accessible: We seek to be available, respectful, and courteous to our residents, while providing consistent and up-to-date information from our City officials.

## STRATEGIC GOALS

### *Encourage Wise Economic Growth*

- Continue to actively recruit businesses and clean industry that add to the economic well-being of our residents and are conducive to sustaining our quality of life
- Support current businesses while further promoting a business-friendly community
- Build on partnerships between the City, businesses, industries, religious organizations and educational institutions
- Further expand support services and online information for relocation and conducting business in Cedar City
- Continue to enhance, market, and promote our community and the numerous cultural, tourism, festival, educational, and event opportunities that we offer

### *Enhance Citizens' Quality of Life*

- Encourage City-wide beautification and personal accountability in neighborhoods and business areas
- Continue developing and promoting educational, recreational, cultural, and artistic endeavors for residents and visitors
- Review and revise the City's Emergency Response Plan
- Encourage public/private/religious partnerships for community services
- Promote sustainable practices to maintain valued resources
- Improve transparency, accountability, and communication between the City officials, staff and our citizens
- Continue to provide quality public-safety services that are responsive to community needs

### *Improve Public Infrastructure*

- Continue to follow our infrastructure master plans and infrastructure maintenance programs while utilizing sound planning tools and conservative financial budgeting
- Explore alternative methods for providing the best public infrastructure, including using a "concentric growth" pattern, being more pedestrian friendly, and ADA accessible
- Seek methods to stabilize the local water aquifer including, but not limited to, water conservation, surface water storage, and additional water resource development
- Effectively use City development plans and codes
- Develop long-term facilities and vehicle fleet maintenance programs
- Review and revise all City infrastructure/facilities master plans as necessary
- Encourage development of competitive broadband options from multiple private providers at affordable price points to the benefit of both residents and businesses

### ***Ensure Financial Security***

- Maintain a healthy bond rating and prudent debt levels
- Strengthen the business community to enhance sales tax revenue while exploring other revenue sources
- Maintain a City service rate structure that reflects efficient operations, replacement needs, and future expansion
- Explore additional methods to provide a more efficient Cedar City service delivery system
- Continue prudent financial budgeting practices
- Establish a long term maintenance and replacement schedule of Cedar City Corporation assets
- Follow practice of only building facilities that our community can financially sustain

### ***Foster Community Engagement***

- Continue to provide and expand programs which involve and integrate public safety officials into our community
- Further promote the numerous volunteer opportunities available in our community as a way to provide additional services to our residents
- Enhance and foster the public/private relationship in our community for better communication and service delivery
- Maintain code compliance efforts by educating our residents and property owners to take personal responsibility in their neighborhoods and businesses