

STRATEGIC PLAN WORK SESSION

March 1, 2021

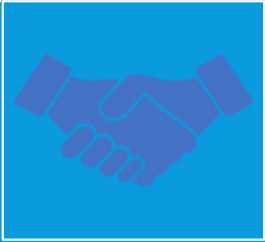
STRATEGIC VISION AND FOCUS AREAS

- The strategic vision for 2017-2021 was based on success, sustainability, and strength. This vision was centered around 5 “focus areas” :
 - Investment in Infrastructure
 - Community Pride and Interaction
 - Growth and Development
 - Regional Draw
 - Employee Morale and Retention

FOCUS I: INVESTMENT IN INFRASTRUCTURE

- Goal: Allocate resources efficiently to maintain existing infrastructure, while forecasting future needs and properly providing standards that ensure quality infrastructure for future growth
- Objectives:
 - Maintain City Sidewalks
 - Sidewalk Connectivity – Enforcement of sidewalk installation (Sidewalk code enforcement)
 - Infrastructure Investment Plan
 - Cooper St to Hawthorn Blvd
 - Montserrat Park and Devasher Rd improvements
 - Replace and improve aging infrastructure, aesthetics, and traffic flow in the Maguire Street corridor
 - Hwy 50 bridge improvements (Infra Grant)
 - Maguire St mill and overlay (estimated \$1 million)
 - Develop new infrastructure including master site planning and financing options
 - Fire Station 3

FOCUS II: COMMUNITY PRIDE AND INTERACTION



Goal: Provide quality services to the community that preserve and stimulate economic prosperity



Objectives:

Engaging Communication via all forms of media

- Public relations – updates to City website

- Utilize Social Media forums

Increase regional partnerships for projects with multi-jurisdictional impact

- Bike Trail/Walking Trail at Hawthorne Park

Forge stronger partnership and increase support of University of Central Missouri and Whiteman Air Force Base

Identify and promote projects that enhance quality of life in Warrensburg

FOCUS III: GROWTH AND DEVELOPMENT



- Goal: Continued development to make our community more attractive, economically stronger, and more socially diverse
- Objectives:
 - Improve and maintain rankings and ratings that result in community savings and efficiencies
 - Fire accreditation process
 - Adopt City goals, policies and plans to support and encourage residential, commercial, and industrial growth
 - Actively recruit new business
 - Utilize Property Maintenance Code
 - Young St Revitalization (Opportunity Zone)
 - Focus on General Obligation Bond developments and spending transparency
 - Update and Implement new technologies

FOCUS IV: REGIONAL DRAW

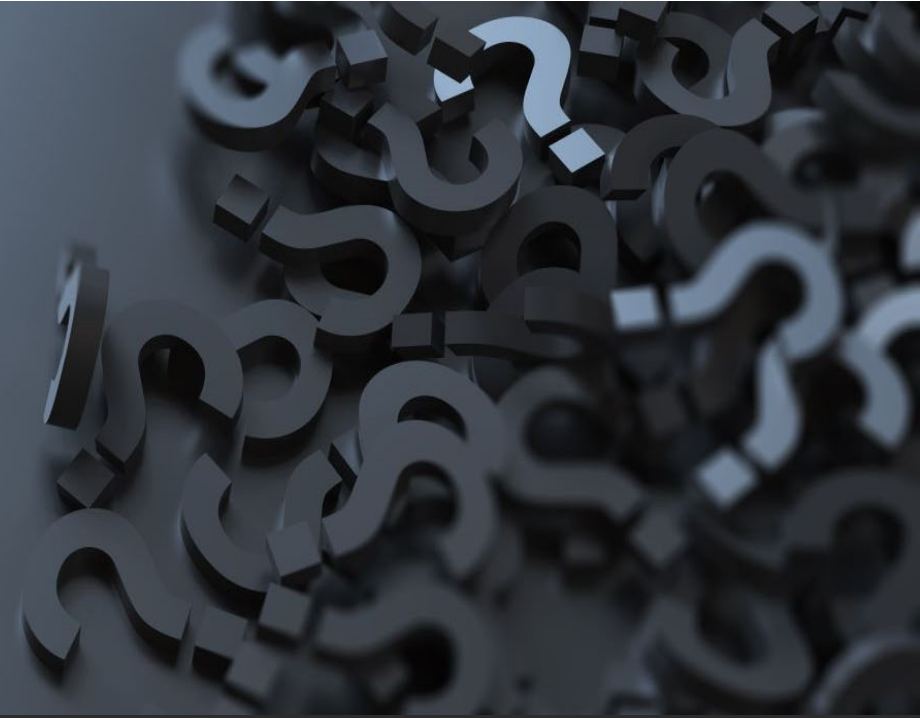
- Goal: Create a vibrant and inviting atmosphere that offers a unique feeling of inclusiveness
- **Objectives:**
 - Warrensburg Convention and Visitors Bureau (WCVB) continued focus to attract new events and enhance current events
 - Enhance culture of Warrensburg Heritage with events and themes
 - WCVB developing Strategic Plan for adoption by WCVB Board and City Council
 - Enhance Warrensburg Arts
 - Warrensburg Arts Commission
 - Develop City Owned Hawthorne Lots



FOCUS V: EMPLOYEE MORALE AND RETENTION

- Goal: Establish an inviting working environment for employee retention
- Objectives:
 - Create open communication between employees and management
 - Provide employees with the best, and most economical benefits
 - Encourage ongoing education and learning opportunities
 - Implement Cadet training program
 - Promote from within when possible





DISCUSSION AND QUESTIONS