



# CITY OF DOUGLAS STRATEGIC GOALS FOR 2021-2022




**MISSION:** *To serve our community for a better way of life.*

**VISION:** *The highest quality of life, today and tomorrow.*


## MAINTAIN SOLID INFRASTRUCTURE

*This is the most critical role of the City.*

 Implement Cost Savings Measures for Operations


 Complete Level II Water Study; Increase Water Capacity

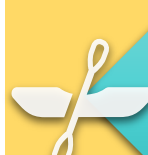
 Complete Pearson Street to Ensure Connectivity


 Continue to adequately maintain all infrastructure


## OFFER GREAT CHOICE TO LIVE, WORK & PLAY


*Have a fun and accessible community and ensure resources critical to the City's economy are developed.*

 Continue park improvements

 Develop and promote the North Platte River corridor


 Work toward abundant, affordable recreation

 Work toward abundant, affordable childcare resources, and determine the City's clear and appropriate role


 Work toward abundant, affordable housing, and determine the City's clear and appropriate role


## ENVISION AND INVEST IN A WELL-PLANNED, ATTRACTIVE COMMUNITY

*Visually inviting community that is easy for residents and visitors to access.*

 Continue to invest in entryways, corridors, and overall beautification, including East Richards Street corridor; improving walkability

 Implement Downtown Master Plan

 Focus on development potentials, specifically the John Lambert Subdivision

 Begin revision on the Comprehensive Master Plan to include Zoning, 1-mile ETJ, Recreation, Housing, and Childcare

## CREATE OPPORTUNITIES FOR COMMUNICATION & CITIZEN INVOLVEMENT & PRIDE


*Make better decisions with citizen input, offer opportunities for collaboration, education, and awareness with citizens.*


 Engage with a marketing firm to develop a City Marketing & Communication Plan, with intent to share meaningful information with citizens, and determine and use best available formats

 Create opportunities for more citizen engagement, including web surveys, live-feeds on social media, and committing to in-person conversations / discussions (formal or informal)

## ECONOMIC OPPORTUNITY

*Ensure adequate funding to maintain this quality of life and look to diversify and grow the local economy.*

 Search for Stable Funding through partnerships, resources, organizations, State, districts, and tax opportunities

 Investigate Economic Development Opportunities through identifying needs, building partnerships, and exploring openings

 Diversify Economic Base by being business-friendly, open-minded, promotional, recruitment oriented, and communicative