

## Goal 1: Enhance Our Regional Position In Economic Development

### *Objectives and Strategies*

- **Business Climate Improvement**

Continue work with the Chamber of Commerce, MAGNET and other entities to improve the business climate and attractiveness for business development within the region including the following:

**Strategies:**

- Market new business processes for “one stop shop” and business convenience (Technology Improvements with Munis)
- Innovations such as electronic plan review
- WOW customer service

- **Greater Cape Girardeau Business Park**

Ongoing improvements and infrastructure development for the new Business Park

**Strategies:**

- Develop ongoing marketing strategy to support new business recruitment into the business park development that can expand jobs and investment the regional economy
- Continue infrastructure expansion to provide opportunity for more development

- **Infrastructure and Transportation**

Develop updated plan to assist with continued improvement of the region’s infrastructure

**Strategies:**

- Targeted initiatives include championing for east-west travel way (Shawnee Parkway) through IL to connect with MO-74

- **Downtown Improvement**

Continue support and enhancement of the re-development of Downtown

**Strategies:**

- Improvement/Occupancy of targeted building structures (Broadway Theatre and Esquire Theatre)
- Support the development of a new housing needs assessment for the downtown area
- Implement Downtown strategic plan
- Redevelopment projects utilizing the Downtown TIF

- **Tourism**

**Strategies:**

- Develop more visible connection and benefit for Citizens for projects funded with City involvement (Show-Me Center, River Campus)
- Implementation of City facilities especially Sportsplex
- Partnering with convention center and CVB

- **Existing Businesses**

**Strategies:**

- Work with hospitals to keep viable for local residents versus going outside for healthcare; must be competitive financially.
- Chamber partnership for retention and expansion

## **Goal 2: Improve Safety and Health of Employees and Community**

### ***Objectives and Strategies***

- **Emergency Preparedness**

**Strategies:**

- Practice
- Map violent crime, home invasions, drugs and gun crimes by area and day of week and shift staff to target increased patrols during specific times
- Radio Interoperability implementation

- **Fitness and Wellness**

**Strategies:**

- Employees – Education and Incentives; No Tobacco Use in Buildings/Vehicles
- Citizens – Wellness Fair; Exercise and Healthy Eating Programs

- **Risk Management**

**Strategies:**

- Safety Team – Identify and prevent/reduce risks, review accidents

- **Backup Power for Critical Functions**

**Strategies:**

- Review options to add Shawnee Center; has full kitchen and could be recovery site
- Implement plan for Air Traffic Control Tower

## **Goal 3: Enhance & Maintain Fiscal Stewardship**

### ***Objectives and Strategies***

- **Budget**

**Strategies:**

- Develop use of Legacy fund
- Plain language/graphic data access for Public
- Develop specific equipment replacement funding plan with possible funding sources

- **CIP Plan**

**Strategies:**

- Develop and implement public comment/input process to include public meetings, website input or a call center process specifically for CIP input
- Map/GIS
- Continue to find ways to get relevant input
- Implement recommendations from infrastructure master plans including water, inflow & infiltration studies, and watershed studies.

- **Sustainable Compensation**

**Strategies:**

- Improve input process for yearly compensation strategy; City-wide Wage Increase; inequity; benefits
- Performance Evaluations – tie to City goals
- LAGERS Team

- **Tax Initiatives**

- PRS2 to voters April 2018
- Explore/Educate Use Tax April 2019

## **Goal 4: Improve Neighborhoods**

### ***Objectives and Strategies***

- **Neighborhood Development Initiative.**

**Strategies:**

- Ward 2 area
- Ward 1 area

- **Purpose Built Communities**

**Strategies:**

- Support community leaders to improve education, housing, and recreational facilities in a specific geographical location of the city

- **Building stock**

**Strategies:**

- Residential rental inspections
- Minimum Building standards enforcement
- Nuisance abatement
- Use Chronic Nuisance Ordinance to reduce illegal action and improve neighbor relations
- Condemnations

## **Goal 5: Streamline Citizen and Business Interaction**

### ***Objectives and Strategies***

- **Make services and information more convenient to access and empower customers to help themselves.**

#### **Strategies:**

- Licenses, Permits and Code Enforcement; Utility Billing; Parks and Recreation; E-ticketing online
- Kickoff for work orders, citizen self-serve and 311; coordinate software and staff
- Geographic Information Services Coordination

- **Reinforce the Citizen-First Culture in the City organization**

#### **Strategies:**

- Management team building – reinforce WOW Customer Service every 28 days
- Develop a sustainable program to collect and respond to employee input
- Coordinate a city-wide training program to reinforce WOW Customer Service

#### **Public Participation Plan:**

- Love of City!
- Engage every citizen and customer