

Camp Verde

ARIZONA



Town of Camp Verde Strategic Plan Supplemental Documents
- FY 2025 Action Plan -



Town of Camp Verde Strategic Plan FY 2025 Action Plan Resilient Economy

Goal: Increase Tourism Related Revenue by 2029

| Year 1 Action Items | Responsible Party(ies) |
|---|---------------------------------|
| Establish a baseline for current tourism-related revenue | Economic Development Finance |
| Identify and have Council adopt the specific percentage we want to increase from the baseline | Economic Development Finance |
| Create and implement a robust process for annual review and improvement of events | Public Works/Parks and Rec |
| Create a Tourism Advisory Team | Economic Development |
| Begin work on a 2-year Marketing Plan | Economic Development |

| Beyond Year 1 Action/Consideration Items |
|--|
| Gateway attractions |
| Signage (promotional & wayfinding) |
| Commercial kayak operations |
| Explore ways to promote and enhance the Farmer's Market |
| Include opportunities for Camp Verde to serve as a home base for regional tourism as part of our overall marketing and tourism efforts |
| Increase number of short-term "Stay and Play" opportunities |
| Strengthen partnerships with Yavapai-Apache Nation and others |



Town of Camp Verde Strategic Plan FY 2025 Action Plan Resilient Economy

Goal: Adopt a Unified Vision for the Downtown Area by June 30, 2025

| Year 1 Action Items | Responsible Party(ies) |
|--|---|
| Facilitate the creation of a downtown business/community alliance | Economic Development |
| Define the geographic boundaries and overall brand - "What is downtown?" | Economic Development Community Development |

| Beyond Year 1 Action/Consideration Items |
|--|
| Create a physical plan and drawing for community elements |
| Explore helpful partnerships such as Main Street USA |
| Identify ways to co-promote Fort Verde State Park |
| Explore promotional programs such as a Camp Verde Dollars/Gift Certificate program |
| Install way-finding signage |
| Research parking needs and implement appropriate strategies to address needs |



Town of Camp Verde Strategic Plan FY 2025 Action Plan

Recreation and Activities

Goal: Adopt a Parks and Recreation Master Plan with 50% funding for Priority #1 projects incorporated into the Capital Improvements Plan by June 30, 2026

| Year 1 Action Items | Responsible Party(ies) |
|--|--------------------------------------|
| Determine existing resources/documents that will incorporate into the Master Plan, and identify gaps for completing the Plan | Public Works Parks and Recreation |
| Identify and budget for a consultant to assist with the creation of a Master Plan | Public Works Parks and Recreation |

| Beyond Year 1 Action/Consideration Items |
|---|
| Analyze usage of current parks system and amenities |
| Identify funding sources for capital improvements and expansion |



Town of Camp Verde Strategic Plan FY 2025 Action Plan Recreation and Activities

Goal: Annually retain Dark Sky designation

| Year 1 Action Items | Responsible Party(ies) |
|---|---|
| Educate Parks and Recreation Commission and Council about Dark Sky | Economic Development Community Development |
| Partner with Lowell Observatory, the Science Center, and other potential and existing Dark Sky partners | Library Parks and Recreation |
| Incorporate Dark Sky events into existing community events | Library Parks and Recreation |

| Beyond Year 1 Action/Consideration Items |
|--|
| Market Dark Sky through various sources |



Town of Camp Verde Strategic Plan FY 2025 Action Plan Recreation and Activities

Goal: Increase total number of Town-sponsored annual community engagement events by June 30, 2027.

| Year 1 Action Items | Responsible Party(ies) |
|--|--------------------------------------|
| Define "annual community engagement events" to set a baseline | Library Parks and Recreation |
| Assess workforce/labor needs to facilitate additional events | Public Works Parks and Recreation |
| Explore utilization of Verde Ranch RV Park electronic sign for advertising events | Public Works |
| Establish a series of concerts in the park events <ol style="list-style-type: none"> 1. Start with one per year, up to three by June 30, 2027 2. One should be youth-focused | Public Works Parks and Recreation |

| Beyond Year 1 Action/Consideration Items |
|---|
| Increase youth participation in events (develop measuring tool) |
| Create community contests that tie into events |
| Create citizens feedback survey about community events |
| Evaluate the placement of Parks and Recreation functions within the Town's organizational structure |



Town of Camp Verde Strategic Plan FY 2025 Action Plan Community Infrastructure

Goal: Adopt and maintain a funded 5-year Capital Improvements Plan by July 1, 2025

| Year 1 Action Items | Responsible Party(ies) |
|---|---|
| Identify and prioritize existing and future projects (and ongoing) as part of annual Capital Improvements Planning process | Finance Department with All Departments |
| Identify funding gaps (and ongoing) | Finance Department |
| Add longer-term (5+ years) projects into Capital Improvements Plan to assure longer term financial planning for significant infrastructure projects | Finance Department Town Manager |
| Complete Water and Wastewater Master Plans | Utilities Department |
| Utilize Development Agreements to expand infrastructure for new developments | Community Development Utilities Department |

| Beyond Year 1 Action/Consideration Items |
|---|
| Consider adoption of construction-related TPT as designated source to fund capital projects |
| Identify partnership options for leveraging resources and financing |
| Identify additional funding sources |
| Complete Facilities Master Plan |
| Consider Long-Term plans for other infrastructure (i.e. Streets, Broadband, Transit, etc.) |
| Complete comprehensive assessment of current infrastructure and needs |



Town of Camp Verde Strategic Plan FY 2025 Action Plan Community Infrastructure

Goal: Quantify total available water resources in order to support existing and future development by December 31, 2025.

| Year 1 Action Items | Responsible Party(ies) |
|---|--------------------------------------|
| Define and educate Council/Staff/Public on the importance of quantifying the Town's total available water resources | Utilities Department |
| Increase water education for Council/Staff/Community | Utilities Department |
| File for Assured Water Supply Designation from the Arizona Department of Water Resources by April 2024 | Utilities Department |
| Hold work session with Council on Water Master Plan | Utilities Department |
| Pursue settlement of Water Rights Claims with Yavapai-Apache Nation | Town Manager Utilities Department |

| Beyond Year 1 Action/Consideration Items |
|--|
| Determine the buildout potential of Camp Verde |
| Engage with partners/community/YAN |
| Identify available water resources (surface water, groundwater, reclaimed water) |
| Determine GPCD (gallons per capita per day) water use, and continue to measure this statistic to monitor community water use over time |



Town of Camp Verde Strategic Plan FY 2025 Action Plan Effective Government

Goal: Increase citizen satisfaction each year for five years.

| Year 1 Action Items | Responsible Party(ies) |
|--|------------------------------------|
| Develop a community survey <ol style="list-style-type: none"> 1. Budget Funding 2. Hire Survey Firm 3. Define Purpose 4. Educate Council/Staff/Community | Town Manager |
| Conduct survey and analyze results | Town Manager |
| Act on results (on-going) | Town Council Town Manager/Staff |
| Council adopts annual target for percentage of increase in citizen satisfaction for next five years on completion of 1st survey | Town Council |

| Beyond Year 1 Action/Consideration Items |
|---|
| Increase communications with the public <ol style="list-style-type: none"> 1. Monthly newsletter 2. Issue proactive press releases 3. Consider establishing informal community engagement activities (like Coffee with Council or Leadership Team) |



Town of Camp Verde Strategic Plan FY 2025 Action Plan Effective Government

Goal: Increase citizen applications to Boards, Commissions and Council with an on-going target to have 40% more applicants than the number of seats available for each recruitment or election cycle.

| Year 1 Action Items | Responsible Party(ies) |
|---|------------------------|
| Establish an Annual Citizens' Academy 1. Develop the education program 2. Engage all generations of community | Town Manager |
| Communicate information about the Citizens' Academy to the public | Town Manager |

| Beyond Year 1 Action/Consideration Items |
|--|
| Hold the first Citizens' Academy |
| Evaluate and recommend improvements to the Academy |