



TOWN OF CAMP VERDE

Strategic Plan

For fiscal year 2023-24

Directional Goals

1. *Develop Strategies to promote investment in affordable housing.*
2. *Explore opportunities to expand healthcare access in the community.*
3. *Create and support policies that attract retail and entertainment businesses.*
4. *Develop a comprehensive economic revitalization plan for historic Main Street.*
5. *Develop strategic planning models for facilities, operations, infrastructure, capital investment, broadband and overall Town direction.*
6. *Fund a strategic plan for marketing and tourism.*
7. *Create policy to identify, preserve and protect historic resources within the community.*
8. *Create an environment that encourages business growth, retention, revitalization and employment opportunities.*

Foundational Items

1. *Our location and climate offer a strong **opportunity** for economic growth, tourism and recreational activities.*
2. *Our rural, western community is made up of friendly, welcoming people who enjoy a non-urban lifestyle is a **strength** of our community.*
3. *An identified **weakness** is the lack of long-term masterplans for our community including wastewater, water and facilities.*
4. *Our unique history, including historical sites and buildings, is not only a **strength** and **opportunity** for increased tourism efforts but also highlights a **weakness** in that we have limited protection over many of the historic buildings.*
5. *The Verde River is a significant **strength** of the Camp Verde lifestyle. However, overuse and/or misuse of the river system is of great concern as a **threat** to our community.*

STRATEGIC PLAN DEVELOPMENT PROCESS

Summary

Each year, at the beginning of the budgeting process, the Town of Camp Verde goes through a strategic planning process to establish the short-term and long-term needs and direction of the Town, specifically as it applies to the remainder of the upcoming budgeting process. The goal is to develop a document listing the top priorities of Council that can be used as a reference by Council members and Town staff as they prepare and prioritize the Town's 5-year Capital Improvement Plan and overall Town budget.

Process

Foundations

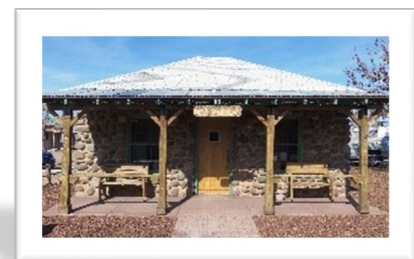
The strategic planning session begins with a look at our Town Foundational characteristics. This process is to identify key Town foundational items and determine the strengths, weaknesses, opportunities and/or threats (SWOT analysis) of each area. Council members are asked to individually, before the group meeting, work through what they believe to be the most important foundational characteristics and apply SWOT analysis to each item. The completed information is compiled for the group interaction where Council members rate the top characteristics.

The items receiving the most votes become the foundational statements for the strategic plan process as it moves forward. These items effectively represent the foundational structure of the Town on which the directional goals will be laid.



Issues

The next part of the process is to identify current issues within the categories of Families, Business, Tourism/Visitors and Town Government. As with the foundational characteristics, Council individually works through what they believe to be the most critical issues within each of the four categories. The compiled information is then worked through by the Council as a whole, first combining and summarizing related issues. Through this process, each category begins to see the more significant issues develop. Council then, through



discussion, identifies what they believe to be the top issues within each separate category. These top issues then, become the launching point for the directional goal statements.

Goals

The last part of the strategic planning process is the development of directional goals. Council and staff will utilize these goals throughout the budgeting process, both for operations and capital planning. Council can keep their attention on the areas of importance when budgeting requests and constraints begin to conflict with each other and staff gains a better understanding of the direction Council would like to see the Town moving towards, allowing staff to determine how they can best support these goals in their respective departments.



The creation of these directional goals is done through discussion and interaction with the Council as a whole. From the identified top-rated issues and foundational characteristics, Council begin to create goals or outcome statements. Each statement is created, discussed and reviewed by Council. The goal of this process is to establish between 6-10 directional goals. Once Council is comfortable with the statements that have been created, they are reviewed one last time to verify Council is in agreement with the components and structure of each statement and the overall direction created.

