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

• Sustainable Compensation
  Strategies:
  o Improve input process for yearly compensation strategy; City-wide Wage Increase; inequity; benefits
  o Performance Evaluations – tie to City goals
  o LAGERS Team

• Tax Initiatives
  o PRS2 to voters April 2018
  o Explore/Educate Use Tax April 2019

Goal 4: Improve Neighborhoods

Objectives and Strategies

• Neighborhood Development Initiative.
  Strategies:
  o Ward 2 area
  o Ward 1 area

• Purpose Built Communities
  Strategies:
  o Support community leaders to improve education, housing, and recreational facilities in a specific geological location of the city

• Building stock
  Strategies:
  o Residential rental inspections
  o Minimum Building standards enforcement
  o Nuisance abatement
  o Use Chronic Nuisance Ordinance to reduce illegal action and improve neighbor relations
  o 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:
  o Licenses, Permits and Code Enforcement; Utility Billing; Parks and Recreation; E-ticketing online
  o Kickoff for work orders, citizen self-serve and 311; coordinate software and staff
  o Geographic Information Services Coordination

- Reinforce the Citizen-First Culture in the City organization
  Strategies:
  o Management team building – reinforce WOW Customer Service every 28 days
  o Develop a sustainable program to collect and respond to employee input
  o Coordinate a city-wide training program to reinforce WOW Customer Service

Public Participation Plan:
  o Love of City!
  o Engage every citizen and customer