



STRATEGIC PLAN 2010 – 2011

Goal 1: Maintain and enhance quality of life, the small town feel, and services through increased economic development.

Strategy 1: Update zoning codes, specifically subdivision and sign code.

Lead Person: Assistant City Manager / Community & Economic Development Director
Completion Date: December 2011 (subject to appropriations)
Estimated Cost: \$75,000 - \$100,000 (for both)
Outcomes: Updated Zoning Code and Subdivision Regulations that are user friendly and flexible with greater administrative authority while protecting the quality of life and small town feel that makes Tipp City a special place to live.

Strategy 2: Capitalize on Tipp City's utilities: water, electric, fiber.

Lead Person: Assistant Utilities Director, Assistant City Manager
Completion Date: On-going
Estimated Cost:
Outcomes:

1. Incorporate City's utilities as part of economic development platform and message
2. Consider strategic expansion of utilities (inside and outside of City) to garner new business/industrial customers

Strategy 3: Encourage tourism with existing amenities including recreation destination, parks, shopping, bike paths, and historical/heritage.

Lead Person: Assistant City Manager / Community & Economic Development Director; Downtown Coordinator/Chamber Executive; Miami County Visitors and Convention Bureau Executive Director

Completion Date: On-going

Estimated Cost:

Outcomes:

1. Create marketing theme and strategy to capitalize on Great Miami River Bikeway to drive users to Tipp City
2. Pursue grant funding opportunities to implement above marketing strategy

Strategy 4: Establish an economic development strategy

- Review incentives/options
- Utilizing resources already existing, such as Troy and/or Dayton Development Coalition research and information
- Promote existing sites – shovel ready
- Business retention and expansion
- Continue business first, communication, more frequent contact with larger users/employers
- Branding strategy and execution

Lead Person: Assistant City Manager / Community & Economic Development Director

Completion Date: On-going

Estimated Cost: Project specific, subject to annual appropriations

Outcomes:

1. Explore “deal closing” local monies to assist with economic development projects
2. Continue BusinessFirst! business retention and expansion program
3. Review market analysis of surrounding communities to develop economic development marketing strategy

Goal 2: Maintain and improve the city's capital needs through the acquisition and responsible use of resources.

Strategy 1: Explore revenue enhancements such as

- Tax revenues without raising taxes
- Renew parks levy as capital improvement
- Tax levy
- Explore grants

Lead Person: City Manager; Finance Director; Assistant City Manager (grants)
Completion Date: October-December 2010 – Budget Review
Estimated Cost: Project specific
Outcomes: 1 - Determine financial resources necessary to maintain and improve the City's capital needs.
2 – Explore revenue options to meet financial resource needs necessary to maintain and improve the City's capital needs.

Strategy 2: Budget priorities and efficiencies

- Explore restructuring city staff

Lead Person: City Manager; Finance Director
Completion date: Ongoing
Estimated Cost: No cost. Estimated savings will vary by position and by department.
Outcomes: 1. Review opportunities to realign and reorganize staff and/or department through attrition
2. Develop financial contingency plan to deal with the potential of continued revenue decline

Goal 3: Foster two way communication between the city and community

Strategy 1: Enhance our communication to the community

- Survey community to determine how they want to receive or how they currently receive information and what do they want to know, what information do they want to receive
- Utilize social media as appropriate
- Continue developing ways to provide face to face personal contact and access
 - Breakfast with the mayor
- Use traditional media such as print, television, direct mail
- Develop consistent messages of up to date information and positive

Lead Person: City Manager; Clerk of Council

Completion Date: On-Going

Estimated Cost:

Outcomes: 1. Pursue intern/volunteer to assist with PR/marketing functions

Strategy 2: Enhance community communication with city council

- Use of social media for feedback and comments
- Use of website
- Breakfast with the mayor
- Create face to face opportunities
 - Meetings in the communities
 - Council members office time
- Customer service training
- Encourage communication when possible

Lead Person: City Manager, City Council

Completion Date: On-going

Estimated Cost:

Outcomes: 1. Establish Council member office time (for citizen interaction)
2. Conduct regularly scheduled Council meetings in the community –
3. Continue meet the Mayor events