



CITY OF BAY CITY

CITY COUNCIL GOALS FY 2024

VISION

Through a united and collaborative effort, we seek to grow the City of Bay City with a diverse culture that is proud to call Bay City home. We envision a thriving family-centered community where citizens are involved in the future development of our city. We desire our citizens to work, play, worship and shop in the community in which we live. Visitors are welcomed and encouraged to enjoy the friendly environment and amenities the citizens and business owners have created together.

MISSION

The City of Bay City is committed to fostering future economic growth by collaborating with our citizens, employers, current and future businesses, as well as the Community and Economic Development Centers. We strive to deliver superior municipal services and to invest in quality-of-life initiatives such as housing, businesses, jobs and activities for all citizens. We make a concerted effort to respond to resident's concerns in a timely and professional manner in order to achieve customer satisfaction.

City of Bay City
1901 5th Street
Bay City, TX 77414

Comprehensive Master Plan- Vision 2040

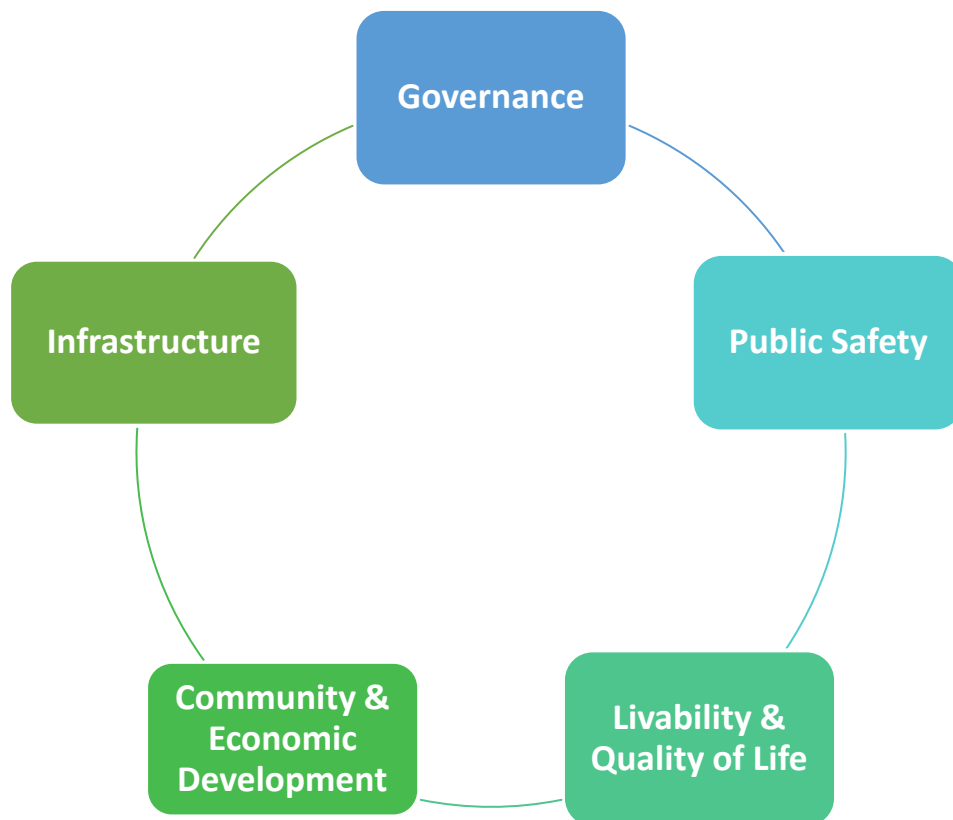
Vision 2040- Comprehensive Master Plan Summary

Bay City adopted the Comprehensive plan in 2014 consisting of five areas of emphasis as shown in the graph below. This plan reflects the priorities of the City and serves as a guide of city-wide action. The City is committed to fostering future economic growth by building economic partnerships, continually improving our infrastructure, expanding our tax base and creating a culture, which retains as well as attracts new business and investments.

The City will work to deliver quality services in a healthy and safe environment by consolidating our assets and resources and empowering our employees while encouraging volunteer citizen involvement.

We will enhance our tourism opportunities by promoting our City.

We will commit our resources, talents and energy to achieve economic well-being and improve the quality of life for our citizens. **Below are the Vision 2040 Plan Elements.**



Fiscal Year 2024 Strategic Focus

Governance

- Explore all funding sources available to the City
- Improving the Image of Bay City
 - Provide superior municipal services
- Organizational & Operational Effectiveness
 - Re-organization of City to streamline processes
 - Staff Development- *Coachhub*
- Enhance Communication & Customer Service
 - Promote City's Efforts – *Celebrate Successes*
 - Create a Public Information Officer position
 - Implement Citizen Work Order App
 - Community Meetings – *Various Locations*

Bay City residents are well informed and involved with the affairs of local city government.

Public Safety

- Public Safety Building
 - Approve Location and Preliminary Design
 - Explore Combined Dispatch options with County
- Safe Community
 - Lower Crime Statistics for Bay City
- Code Enforcement- Cleaner Community
- Enhanced Communication & Customer Service
 - Community Meetings- *Various Locations*

Bay City residents are safe and secure living, working, and raising their families in Bay City.

Livability & Quality of Life

- Parks & Recreation - walking trails, pools, & other amenities
 - Determine Community Aquatic Needs
 - Water Park / Regional Attraction
 - LeTulle Park- improve road surfaces
 - Combined Sports Venue
 - Promote Children’s Programs in the Community
- Theater & Arts
 - Develop a Plan of Action
- City-wide Clean-up Campaign

Bay City residents enjoy a safe and clean community with great amenities and affordable living.

Community & Economic Development

- Commercial and Residential
 - Streamline Department & Permitting Process
 - Create TIRZ 5 to improve blighted areas and encourage redevelopment
- Downtown Revitalization/Historic Preservation
 - Business Recruitment in unoccupied spaces
- Tourism - *Becoming a Destination Location*
 - Improve Wayfinding Signage
 - Promote Bay City and Surrounding Communities

Bay City is known for encouraging economic development opportunities, creating a business development program that is responsive to existing business needs, and actively promoting tourism.

Infrastructure

- Transportation
 - Nile Valley Bridge Assessment
 - Nile Valley Phase II
 - Explore Funding Options
 - Streets Repair- Improve Surfaces
 - Downtown Parking
- Repair Water and Wastewater System
 - Address Arsenic in Ave I Water Well
 - Texas Water Development Board Projects
 - Water Wells
 - Sewer Plant Rehabilitation
- Improve Drainage System
 - Strategic Land Acquisition
 - Implement recommendations in Drainage Study
 - Cottonwood Creek Bank Stabilization
 - Utilize 3-million-dollar Mitigation Grant
- Airport
 - New Public Water Well
 - Wildlife Mitigation Fence
 - Apron Strengthening
 - New Terminal
 - Engineering for Runway Overlay
 - Upgrade Automated Weather Observing System

Bay City residents enjoy new community infrastructure and enhancements to the transportation network and systems.