



CITY OF BAY CITY

CITY COUNCIL GOALS FY 2023

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

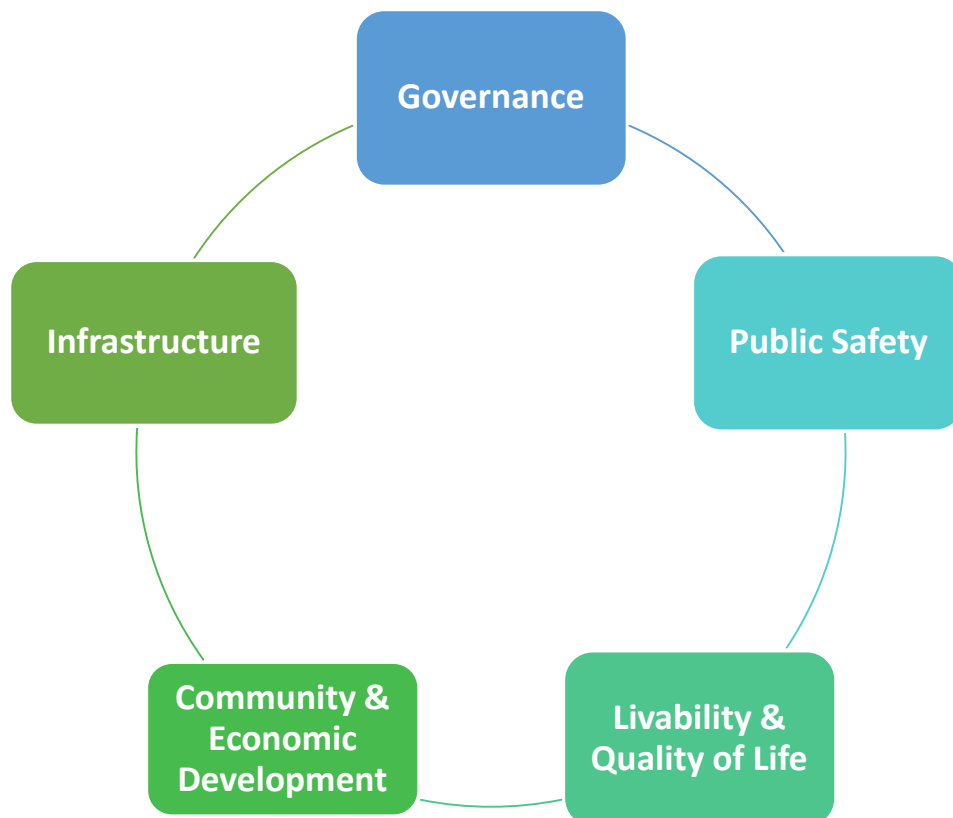
Vision 2040- Comprehensive Master Plan Summary

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 2023 Strategic Focus

Governance

- Improving the Image of Bay City
- Organizational & Operational Effectiveness
 - Ordinance Codification/Revisions
- Enhance Communication & Customer Service
 - Promote City's Efforts - Celebrate Successes

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

Public Safety

- Public Safety Building
 - Engineering- Preliminary Design
 - Combined Dispatch
- Safe Community
 - Lower Crime Statistics for Bay City
- Code Enforcement- Cleaner Community
- Enhanced Communication & Customer Service
 - Town Hall Meetings
 - National Night Out

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
 - Playground Improvements in Neighborhoods
 - LeTulle Park- improved road surfaces
 - Combined Sports Venue

Livability & Quality of Life continued

- Theater & Arts
 - Develop a Plan of Action (Community Input on Ideas of Use)
- 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
- Downtown Revitalization/Historic Preservation
 - North Downtown Plan
 - Business Recruitment in unoccupied spaces
- Tourism - *Becoming a Destination Location*
 - Rebuild Department and Board
- City Properties
 - For use in Economic Development
 - Move to Tax Rolls

Infrastructure

- Transportation
 - Nile Valley Phase II
 - Explore Funding Options
 - Streets Repair- Improve Street Surfaces
 - Downtown Parking
- Repair Water and Wastewater System
 - Texas Water Development Board Project
 - Water Meter Replacement
 - Water Wells
 - Sewer Plant Rehabilitation
- Improve Drainage System
 - Implement Findings of Drainage Study
 - Cottonwood Creek

- Airport
 - New Public Water Well
 - Wildlife Mitigation Fence
 - Apron Strengthening
 - New Terminal
 - Master Plan

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