



# **CITY OF BAY CITY**

---

## **CITY COUNCIL GOALS FY 2021**

### **VISION**

*Bay City, Texas: Clean, Safe and Prosperous*

*Bay City is committed to developing and enhancing the long-term prosperity, sustainability, and health of the community.*

### **MISSION**

*The City of Bay City is a community that fosters future economic growth, strives to deliver superior municipal services, invests in quality of life initiatives and is the gateway to the great outdoors. We encourage access to our unique historical and eco-cultural resources while maintaining our small-town Texas charm.*

**City of Bay City**  
1901 5<sup>th</sup> Street  
Bay City, TX 77440

## Comprehensive Master Plan- Vision 2040

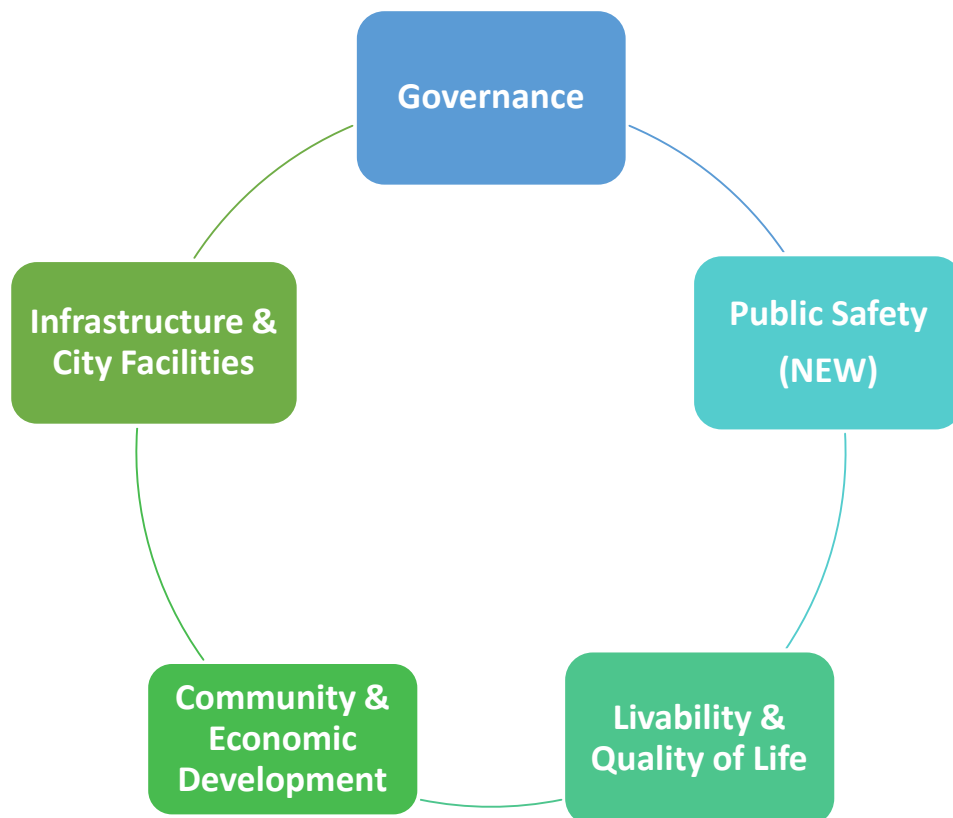
### Vision 2040- Comprehensive Master Plan Summary

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.**



## City Council Area of Emphasis with Associated Goal Statement

### Fiscal Year 2021 Strategic Focus

#### Governance

- Improving the Image of Bay City
- Organizational & Operational Effectiveness
  - City Manager Form of Government
- 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

- Safe Community
- Lower Crime Statistics for Bay City
- Organizational & Operational Effectiveness
- Enhance Communication & Customer Service
  - Town Hall Meetings

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

#### Infrastructure & City Facilities

- Transportation- *Improve Traffic Flow*
  - Nile Valley Phase I & Bridge Rehabilitation
  - Streets Striping
- Airport
  - Upgrades for Economic Development
  - Lighting Upgrades
- Repair Water and Wastewater System
  - Texas Water Development Board Project
- Improve Drainage System
  - Drainage Study & Implement Findings
- Public Safety Building
  - Needs Assessment and Location Opportunities

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

## **Community & Economic Development**

- Housing
- Downtown Revitalization/Historic Preservation
  - North Downtown Plan
  - Business Recruitment in unoccupied spaces
- Tourism - *Becoming a Destination Location*
  - Promote Bay City and surrounding communities
  - Promote Bay City through Digital Sign
- Land Use
  - Planning Commission
- Improve Educational Opportunities for citizens and students, including skills training and higher education.

*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.*

## **Livability & Quality of Life**

- Parks & Recreation - walking trails, pools, & other amenities
  - Engineer and Rebuild 16<sup>th</sup> Street Pool
  - Promote Park locations (i.e. brochure)
- Theater & Arts
- Code Enforcement – Fire Marshal
- City-wide Clean-up Campaign

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