



CITY OF BAY CITY

GOAL VISIONING & STRATEGIC PLANNING

Agenda – May 11, 2021

- Discuss Vision/Mission
- Background of Plans
- Area of Emphasis (City Focus)
- Review City Council's Goals/Priorities
 - Discuss progress of Goals
 - Have priorities changed?

Agenda – May 25, 2021

- Recap previous Goal Setting Session (May 11, 2021)
- Accomplishments FY 2020
- Action Plans by Department Leaders FY 2021
- Review Vision 2040 (any objectives to add/delete)

Vision & Mission

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.

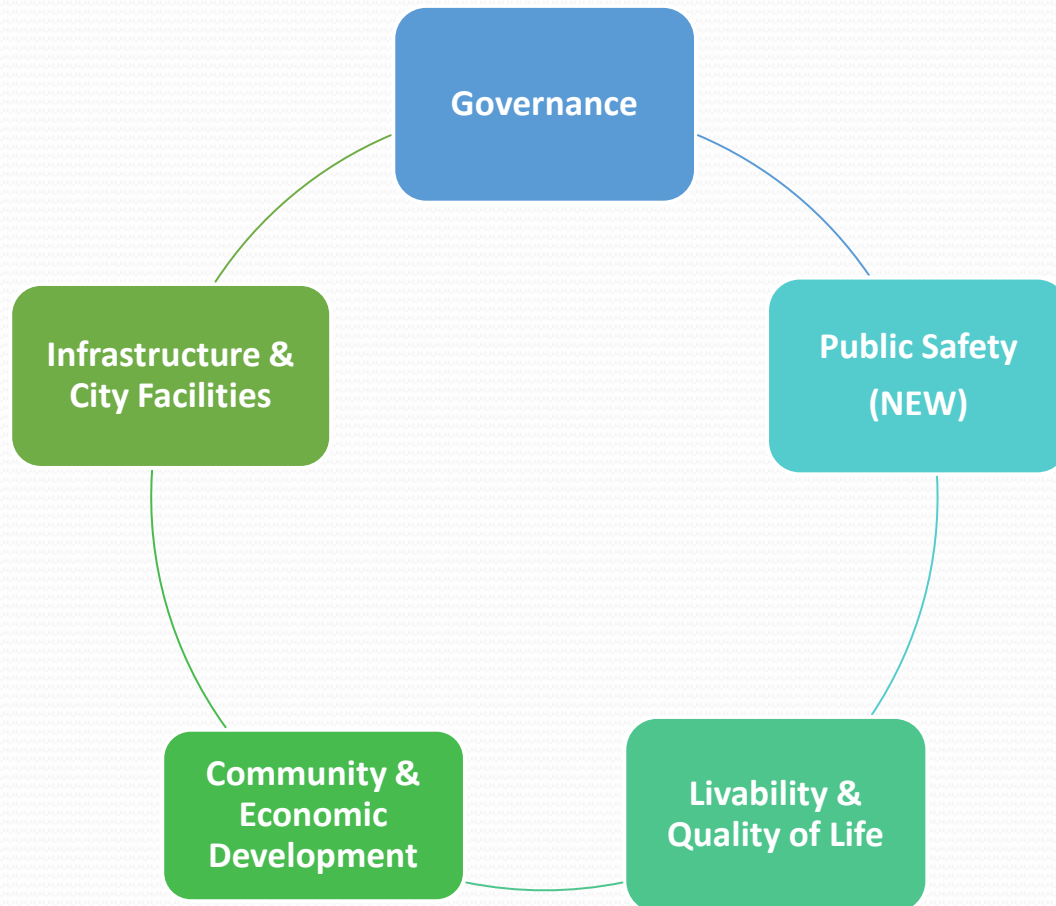
MISSION

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.

Background

- Vision 2040 Comprehensive Plan adopted in 2014
- Staff and Council (2020 Goal Planning Session)
 - Updated Plan to include Airport, Library, Planning Committee, Public Safety, etc.
 - Discussed Priorities and Set Goals
- Linked Strategic Plan to Vision 2040 (Long-Term)
 - Each department aligned business plans to Strategic Plan/Vision 2040
- Adopted City Council Goals FY 2021

Area of Emphasis



City Council's Goals

- **Governance (Updated in 2020)**
 - 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
 - Enhanced Communication & Customer Service
 - Town Hall Meetings

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

City Council's Goals

- **Infrastructure & City Facilities**
 - Transportation
 - Nile Valley Phase I & Bridge Rehabilitation
 - Street Striping
 - **Airport**
 - Upgrades for Economic Development
 - Lighting Upgrades
 - Repair Water and Wastewater System
 - Texas Water Development Board Projects
 - Improve Drainage System
 - Drainage Study & Implement Findings

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

City Council's Goals

- **Cont. Infrastructure & City Facilities**
 - Public Safety Building
 - Needs Assessment and Location Opportunities

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

City Council's Goal Statements

- **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.

City Council's Goal Statements

- **Livability & Quality of Life**

- Parks and Recreation – *walking trails, pools, & other amenities*
 - Engineering and Rebuild 16th Street Pool
 - Promote Parks locations (i.e. brochure)
- Theater and Arts
- Code Enforcement- Fire Marshal
- City-wide Clean-up Campaign
- **Library??**

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



DAY 2

Agenda – May 25, 2021

- Recap previous Goal Setting Session (May 11, 2021)
- Accomplishments FY 2020
- Action Plans by Department Leaders FY 2021
- Review Vision 2040 (any objectives to add/delete)

Action Plan update by Team Leaders

(Highlights from Business Plan FY 2022 & Accomplishments FY 2021)

- Governance- Rhonda & Dan
- Infrastructure- Barry & James
- Community & ED- Jessica & Heidi
- Quality of Life- Shawn & Robert

Vision 2040 Validation of Goals

- Downtown Revitalization & Historic Preservation
 - Conduct Regular Events (Complete)
 - Develop Public Restrooms (TX Theatre- ST or LT)
 - Identify Parking Opportunities (new parking lot & restriping ave H- Ongoing)
 - Implement North Downtown Plan (LT)
 - Encourage Business Owner's to Stay Open longer-(Ongoing)
 - Update Way Finding Signs (FY 2020 & LT)
 - Provide sidewalks through downtown (Ongoing)
 - Utilize Historic Assets (FY 2021- update driving tours)
 - Improve Appearance Downtown (Ongoing)

Vision 2040 Validation of Goals

- Tourism
 - Enhance Outdoor Recreation (Promoting Birding (Bird Blinds), Eco-Tourism- FY 2021 & Ongoing)
 - Improve Visitor's Experience (Ongoing)
 - Make Downtown a Destination (Downtown events, promotes downtown through marketing, LT)
 - Update Wayfinding & Signage plan (FY2020 & FY2021)
 - Utilize Historic Assets (Develop Historic Driving Tour FY 2020 & LT)

Vision 2040 Validation of Goals

- Infrastructure & City Facilities
 - Develop a Drainage Study for City (Complete, ED Strategic Plan- LT)
 - Redevelop City Facilities (LT)
 - Improvements to Wastewater System (TWDB)
 - Prioritize Improvements to Water System (Complete)
- Transportation
 - Create Alternative Route Through Town
 - Develop Loop Around City (ED Strategic Planning Session Focus)
 - Funding of Roads (Capital Plan- LT)

Vision 2040 Validation of Goals

- Parks and Recreation
 - Develop a Community & Recreation Center (Parks Master Plan- LT)
 - Develop a sidewalk & connectivity (TA/SRTS & LT)
 - Upgrade/Develop a Sports Complex (Master Plan-LT)
 - Identify Park Funding Sources (LT)
 - Initiate New Recreational Programs (Parks Master Plan, Summer Programs (ST & LT))

Vision 2040 Validation of Goals

- Parks and Recreation
 - Park Volunteer Board (Complete)
 - Prioritize needed park improvements (Parks Master Plan- Capital Planning- LT)

Vision 2040 Validation of Goals

- Quality of Life
 - Provide consistent, fair code enforcement (Code process)
 - Assist in Bay City & BCISD Promotion Campaign (Ongoing)
 - Regular clean up events- (Ongoing)

Vision 2040 Validation of Goals

- Economic Development
 - Promote “Shop Local” Type Program (Ongoing)
 - Business Retention & Expansion (FY 2021- BCCDC)
 - Economic Development & Team Work (FY 2021- BCCDC Strategic Plan)
 - Entrepreneurial Development (FY 2021-BCCDC Strategic Plan)
 - Market Texas Film Commission (MCEDC- Ongoing)

Vision 2040 Validation of Goals

- Economic Development- **HOUSING**
 - Land Available for Semi or Master Plan Community (LT-BCCDC Strategic Plan)
 - Marketing Plan for Developers (FY 2021- BCCDC Strategic Plan)
 - Support new Housing Development (FY 2021-BCCDC Strategic Plan)

Vision 2040 Validation of Goals

- Economic Development- **Land Use**
 - Consider Developing a Zoning Ordinance (LT)
 - Planning Commission
 - Protect Neighborhood Integrity (Subdivision Ord- LT)
 - Encourage Development of Vacant Land (LT)
 - Review & Update Development Process (FY 2020 BCCDC Strategic Plan)