



# **CITY OF BAY CITY**

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## **CITY COUNCIL GOALS FY 2022**

### **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 77414

## Comprehensive Master Plan- Vision 2040

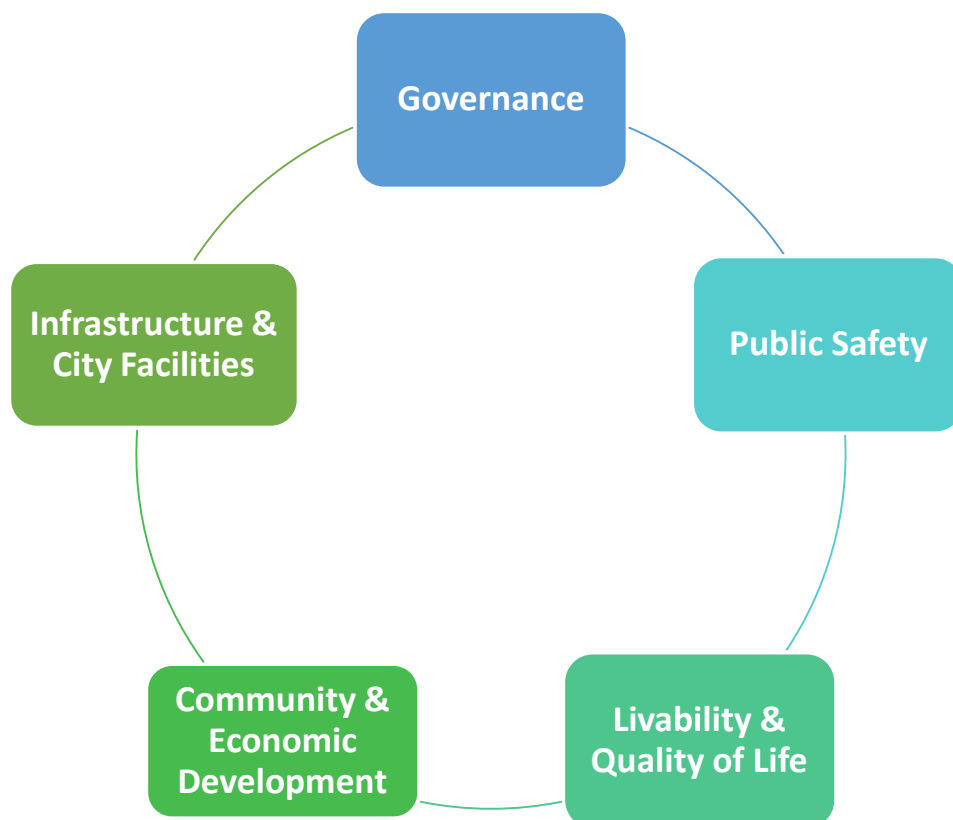
### Vision 2040- Comprehensive Master Plan Summary

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 2022 Strategic Focus

### Governance

- Improving the Image of Bay City
  - Evaluate City Properties & Trust Properties
    - Move to Tax Rolls
- 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
  - Site Evaluation and Feasibility Study
- Safe Community
  - Lower Crime Statistics for Bay City
- Code Enforcement- Fire Marshal
- Enhance 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
  - Engineer and Rebuild 16<sup>th</sup> Street Pool
  - Promote Park locations (i.e. brochure)
  - Playground Improvements
- Theater & Arts
  - Develop a Plan of Action (Community Input on Ideas of Use)
- City-wide Clean-up Campaign
- Library

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

## Community & Economic Development

- Housing
  - Single Family Sub-Division
- 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
    - Incorporate in TIRZ process for future development
- 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.*

## Infrastructure

- Transportation- *Improve Traffic Flow*
  - Nile Valley Bridge Rehabilitation
  - Streets Striping
  - Downtown Parking
  
- Airport
  - Taxiway Relocation
  - Wildlife Mitigation Fence
  - New Public Water Well
- Repair Water and Wastewater System
  - Texas Water Development Board Project
    - Water Meter Replacement
    - Sewer Plant Rehabilitation
- Improve Drainage System
  - Drainage Study & Implement Findings

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

