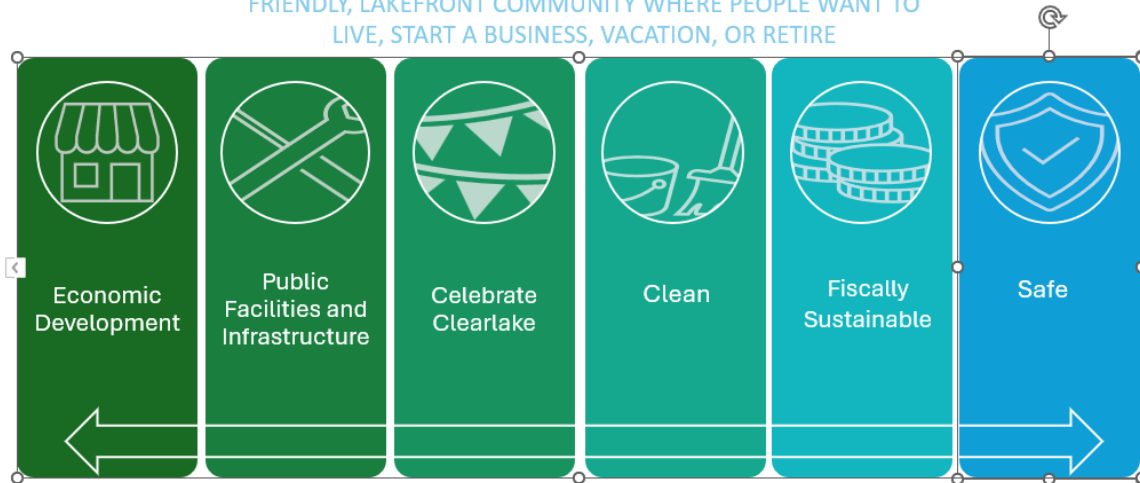




VISION: CLEARLAKE ASPIRES TO BE A BEAUTIFUL, CLEAN, SAFE, FRIENDLY, LAKEFRONT COMMUNITY WHERE PEOPLE WANT TO LIVE, START A BUSINESS, VACATION, OR RETIRE



Goal 1: Economic Development is our priority.

- Objective(s):
- (1)*¹ Pursue New Business Investment (and infrastructure)
 - (2) Promote a Diverse Housing Stock
 - (3) Support Growth and Sustainability for existing businesses

Goal 2: Public Facilities and Infrastructure support the future Clearlake.

- Objective(s):
- (1) *Plan for infrastructure that will support new development.
 - (2) Upgrade existing facilities and infrastructure to provide better city services, including at Red Bud Park
 - (3) Develop a Streetscape on Lakeshore Drive

Goal 3: Celebrate Clearlake.

- Objective(s):
- (1) *Ensure that Clearlake becomes a robust location for Tourism
 - (2) Communicate about Clearlake
- Fire Zones/Fire safety info

* Each objective with an * is the priority focus for the City.

Provide advanced communication about Code Compliance Requirements

Increase presence on social media: Facebook, twitter etc....

Publicize/Marketing – newsletter

(3) Reach out to/involve external groups

(4) Promote Positive Dialogue About Our Community

Goal 4: We Pride Ourselves in Ensuring that Clearlake is a Clean City.

Objective(s): (1) *Improve Beautification Zones, defined as Old Highway 53, Lakeshore Drive and Olympic Drive

(2) Reduce the number of stray animals

(3) Eliminate blight and junk

(4) Eliminate weeds

(5) Support efforts to reduce homelessness

(6) Encourage Voluntary Code Compliance

Goal 5: Clearlake is Fiscally Sustainable.

Objective(s): (1)*Increase commercial business in Clearlake

(2) Review Developer Impact Fees

(3) Develop a 5-year budget Forecast

(4) Create New revenue sources

Goal 6: Clearlake is a Safe City.

Objective(s): (1) *Take action to ensure Fire Resilience for the City and its residents

(2) Innovate in the delivery of police services

(3) Proactively reduce blighted housing