



### **Mission Statement**

The City of Oelwein strives to provide services and opportunities that utilize old charm with new thinking to ensure success for future generations.

### **Values**

Creative and Visionary –We believe that an openness to creative and visionary thinking will result in new opportunities, increased efficiencies, and excitement about the future.

Transparency–We believe that transparency, keeping the community informed through open, honest, and welcoming communication, is essential for an informed and involved citizenry.

Team Work –We believe that staying connected with each other and the community can build necessary support systems and help maintain trust.

Adaptability–We believe that adaptability and willingness to grow is essential in finding solutions to organizational and community related challenges.

Commitment–We believe in commitment to each other, to the community, and to following through in everything we do.

### **Oelwein Goals**

Implement projects that enhance the community image and builds community identity with a focus on beautifying key destinations and public spaces while better marketing Oelwein.

Prioritize business and growth opportunities that increase development for the community.

Continue and expand measures to improve housing.

Expand and improve city parks, recreation, and the community trail system.

Maintain core service in local government ensuring sustainability.

## Oelwein Goals

Implement projects for community improvement with focus on beautifying key destinations and public spaces

- Pursue visual enhancement projects to create an inviting community - ongoing
- Continue and expand community engagement/community events – ongoing
- Support Arts and culture improvements in the community – ongoing
- Identify projects for downtown improvement, with focus on connecting and beautifying key destinations and public spaces – next year
- Continue and expand community engagement/community events – ongoing
- Support arts and culture improvements in the community - ongoing
- Motivate people to want to live in here by improving the community's image and better marketing existing services & amenities. Re-brand the city. – next year
- Intensify outreach and marketing to promote existing amenities and services in Oelwein; take advantage of existing partnerships – ongoing
- Build an identity for the community (e.g. are we for retirement, or “up and coming,” etc.) – next year
- Support efforts to improve Oelwein's community image – next year
- Economic development efforts, including supporting those willing to work, working toward an overall increase in median income, and drawing more business establishments to meet local need and fill gaps (e.g. coffee shops, restaurants, etc.) – ongoing
- Participate in community outreach & collaborations to meet all goals - ongoing

Prioritize business and growth opportunities that increase development for the community

- Identify a community coordinator to facilitate partnerships, plans and projects for improvements over the long run – ongoing
- Support efforts to generate business growth or expansion. Target businesses that meet local needs (e.g. community college, grocery, etc.) and/or create jobs - ongoing
- Support economic development efforts with local partners, including OCAD, NICC, RAMS Center, the schools, businesses, and others (e.g. school-to-work collaborations) – ongoing
- Enhance business development opportunities on Hwy 150 & downtown. Work with state officials to look at expansion of Hwy 150

Continue and expand measures to improve housing

- Better enforce existing ordinance pertaining to housing and property maintenance – this year
- Continue and accelerate housing rehabilitation, demolition, and construction programs – next year
- Continue and accelerate housing clean-up, rehabilitation, & develop initiatives. Flexible housing options when possible to encourage re-development of lots – ongoing

- Continue housing improvement efforts, including rehabilitation or demolition of housing, increasing owner occupied housing, more housing incentives, and working to fill vacant/empty lots - ongoing

#### Expand and improve city parks, recreation, and the community trail system

- Work to create a health and safe community. Build off of existing progress in walkability, recreation and wellness. – ongoing
- To better serve and attract families, continue improvements to the recreation system, such as better organization of youth and adult programming, added amenities at the aquatics center, and consideration of an indoor pool - ongoing
- Expand and improve the trail system, including considering intracity connections (e.g. to Fayette-Manchester-Readlyn) – ongoing
- Expand and connect the sidewalk system in new and existing neighborhoods – ongoing
- Pursue measures to increase utilization of great public facilities – ongoing
- Recreation improvements, including a soccer field at the sports complex, and a professional director or designated staff to spearhead coordination of existing and expanded sports and recreation programs – next year
- Recreation improvements, including pre-emptive updates to aquatic center, and updates to sporting equipment – ongoing
- Expand and connect bike and pedestrian trails and ways – this year and ongoing

#### Maintain core service in local government ensuring sustainability

- Continue to maintain core services – ongoing
- Plan, budget for and implement regular updates to outdated water, sewer and street infrastructure and equipment – this year
- Implement updates to street infrastructure, including repair & replacement – ongoing
- Invest in infrastructure and resources that support a city's growth (e.g. water/stormwater, sewage, streets, internet) – ongoing
- Be more sustainable as a community (expanded recycling, alternative energy, etc.) – ongoing
- Expand city services, including incorporating city mulching/composting site (versus burning), and community gardens (i.e. in tree dump site) – this year