



GOALS

<p>1</p> <p>Town Beautification and Image Improvement</p>	<p>2</p> <p>Invest in Infrastructure Upgrades and Modernization</p>	<p>3</p> <p>Economic Growth and Development</p>	<p>4</p> <p>Financial Sustainability and Efficient Delivery of Services</p>	<p>5</p> <p>Recruit, Retain, and Develop a Talented and Energized Municipal Workforce</p>	<p>6</p> <p>Actively Engage with and Inform Community Members</p>
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STRATEGIES TO ACHIEVE GOALS

- 1.1 Encourage Improvements and Beautification Efforts to Business Exteriors and Grounds
- 1.2 Encourage and Support City-wide clean-up Projects
- 1.3 Encourage Revitalization and Public Art Projects

- 2.1 Apply for Grants and Other Funding Opportunities
- 2.2 Identify Infrastructure in Need of Upgrade and Improvement and Prioritize Appropriately
- 2.3 Develop a Realistic, Well-Articulated Capital Improvement Plan

- 3.1 Market and Promote Hemphill
- 3.2 Actively Recruit Businesses
- 3.3 Engage with and Support Other Regional and Local Economic Development Efforts

- 4.1 Contain Costs and Increase Operating Efficiency
- 4.2 Maintain Appropriate Financial Reserves and Investment Positions
- 4.3 Streamline and Modernize Business Practices

- 5.1 Improve Recruitment and Retention
- 5.2 Foster a Culture of Superior Customer Service and Performance Excellence
- 5.3 Develop a Succession Plan for Each Department

- 6.1 Improve Citizen Engagement and Communication
- 6.2 Improve the Use of Our Website as a Communication Tool
- 6.3 Develop Committees and have Meetings to Improve Community Involvement and Get Citizen Input