

# City of Freeport Strategic Vision and Goals 2018-2020





## About the City of Freeport's Vision and Goals for 2030

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During a series of meetings and a retreat in the fall of 2017, Freeport's Mayor and City Council developed a vision for the year 2030 and a detailed list of priorities to pursue over the period of three years. The vision and priorities were informed by community stakeholders and department leaders from the City of Freeport through surveys and a day-long planning session. The vision statement describes how the Mayor/City Council desires to see Freeport in 2030. The five priority areas explain where the Mayor/City Council will focus its energy and the measures it plans to take. The policy and management agenda will be the focus of the current Mayor/City Council, in coordination with City staff, in the next three years, to do its part in fulfilling the vision.

# Strategic Vision

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Freeport's Strategic Vision is the city's guide to help shape the work of the city, both internally for staff and externally to address the community's needs. The framework guides all plans that are being created within city departments, setting the direction for implementation.

This vision provides direction to city staff, consultants, and contractors that are working in the city on projects and policies. It also informs and engages community partners, helping to build more alignment while strengthening partnership opportunities.

Freeport's Strategic vision builds upon Freeport's entrepreneurial and makers heritage while setting a fresh path towards a future filled with emerging opportunities, rapid change, and new partnerships. This framework lays out the key issues which need our attention and resources in the near term, while holding up a vision for progress and prosperity over the long term.

## 2030 Vision Statement

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Freeport is a destination of choice. Our innovative city, entrepreneurial economy, and vibrant, safe neighborhoods support an abundance of educational, cultural and outdoor experiences for residents and visitors. Our community is connected, accessible and welcoming.

## 2030 Mission Statement

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The City of Freeport is an engaged partner that helps foster entrepreneurship and a vibrant city by providing efficient, modern services to our community and opportunities for growth for all.



# City of Freeport 2030 Priority Areas

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Connected and Accessible Community

Diverse and Engaged Citizens

Premier Education, Arts and Culture

Responsive, Efficient Government and Public/Private Partnerships

Thriving Entrepreneurial Economy Built on our Makers Heritage

# Connected and Accessible Community

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We pride ourselves on building and growing partnerships to achieve our vision. We partner with regional and state governments, nonprofits, the private sector, and neighborhood associations, to name a few. If you live, work, or play here, you want to be involved and you have a voice. Diverse interest groups work together to tackle problems. Neighborhood engagement efforts enable residents to express thoughts, visions, and concrete plans that build a connected and engaged community.

Whether you drive a car, take the bus, ride a bike or walk, getting around Freeport is easy. Public transportation is widespread, frequent, and reliable. Sidewalks, greenways, and nationally recognized bike facilities get us where we want to go safely and keep us active and healthy. State-of-the-art fiber networks support our emerging economy and connect every part of our community to every part of the world.



# Diverse and Engaged Citizens

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We are an inclusive, diverse and growing community comprised of engaged citizens. Our community is a place where people of all ages and from all backgrounds are welcome. Each person has the opportunity to fulfill their potential because they have access to healthy and affordable food, transportation, quality education, and living-wage jobs. Our city promotes and supports all businesses as a means of strengthening our local economy.





## Premier Education, Arts and Culture

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Freeport ensures the best education for our young people and adults. We support an environment that recruits and retains the best teachers while attracting families. Freeport takes pride in working with institutes of higher learning that educate our future leaders, train our workforce, and foster our entrepreneurs. Our institutions afford the opportunity for all citizens to reach their highest potential through education and career training.

Freeport's arts and culture sector offers people of all ages opportunities to learn and participate in extraordinary cultural and outdoor experiences. Distinctive cultural districts are linked to Freeport's bustling commercial districts. Open spaces, bike paths, parks, greenways, community gardens, and edible landscapes are abundant throughout the city. The river is accessible for recreation and enjoyed by residents and visitors alike.



# Responsive, Efficient Government and Public/ Private Partnerships

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Our City responds quickly to community needs through open channels of communication internally and with the community. We use our debt capacity and revenue wisely in order to maintain and improve the City's infrastructure. We strive to control our costs and still provide the highest possible level of service. We have a diverse revenue base that enables us to plan far into the future and to benefit from our growth. City government is trusted and transparent. We use the latest technologies and methods to communicate with, engage, and empower community participants.

Our public and private partners have a demonstrated unity of purpose. Our individual and corporate citizens generously invest in our community through partnerships and public/private projects that enrich the quality of life in the city.



# Thriving Entrepreneurial Economy Built on our Makers Heritage

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Our city is unique in its locally-focused economy. Our local businesses are vibrant and, no matter where you are in the city, you see a diversity of customers, employees, and business owners. Our historic buildings are home to eclectic businesses that reflect the character of the city, and a creative economy of artists, makers, and innovators. If you do your part, you will find opportunity for success.

As an employer, the City values its workers and retains a professional, highly-qualified workforce. Businesses of all types locate, start, and grow in Freeport, offering a wide range of career opportunities. Our city offers plentiful educational options, access to capital, economic incentives, and a culture which values homegrown businesses to make our economy strong.





## How the Strategic Vision and Goals will be Implemented

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The City Manager and Mayor/City Council each have responsibility to ensure the strategic vision and goals are carried out and the entire community is equitably served.

The Mayor/City Council have developed the long-range strategic vision and goals. Together they oversee the general administration, make policy and set the budget. Mayor and City Council action items are outlined in the Policy Agenda.

The City Manager and his team carry out day-to-day operations and the policies established by the council. Management team action items are outlined in the Management Agenda.

# 2018-2020 Policy and Management Agenda

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**Policy Agenda** items are priorities that need direction or a policy decision by the Mayor and City Council. They may need a major funding decision by the Mayor and City Council, or may need Mayor and City Council leadership in the community or with other government bodies.

## **2018-2020 Policy Agenda** (in alphabetical order)

- Effective Land-use Strategy
- Explore Arts/Culture Commission
- Flood Mitigation Plan
- Integrated Capital Improvement Plan (approval)
- Streamline Policy to Grow Economy
- Strengthen Economic Development Partnerships

**Management Agenda** items are priorities for which the Mayor and City Council has set the overall direction and provided initial funding. They may require further City Council action or funding, or are major management projects that may take multiple years to implement.

## **2018-2020 Management Agenda** (in alphabetical order)

- 2020 Census Impact Study
- Communication Plan
- Complete Bike Paths
- Demolition / Blight Reduction Initiative
- Integrated Capital Improvement Plan
- Streetscape
- Water/Sewer Improvements
- Fiber Network



## Freeport City Council Members

- Mayor Jodi Miller
- Tom Klemm - 1st Ward
- Peter McClanathan - 2nd Ward
- Art Ross - 3rd Ward
- Bob Smith - 4th Ward
- Patrick Busker - 5th Ward
- Sally Brashaw - 6th Ward
- Mike Koester - 7th Ward
- Andrew Chesney - At Large
- Lowell Crow - City Manager

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Facilitation for Freeport's Strategic Planning conducted by:

**next level**  
PARTNERS FOR BIG IDEAS