



Strategic Plan Summary

Role of Council – As a representative democracy, we provide a voice for each district so that the Council can make decisions that serve the best interests of the City of Georgetown as a whole. To establish a common vision and goals that will protect the past and innovate for the future of our City, and based on that vision, to:

- Keep the City physically safe and fiscally sound
- Establish appropriate policies
- Approve effective budgets
- Exercise fiduciary and financial responsibility
- Provide guidance, support, and oversight to the Council's direct reports
- Hold key staff accountable for effectively running the City

Vision –

- Georgetown is a safe, healthy, happy, connected, and truly diverse community where people can live, learn, work, retire, and play in an environment where we have ready access, throughout our lives, to arts, culture, essential services, and the natural environment.
- Our educated and skilled population, fiscally responsible governance, excellent infrastructure, and the beauty of our natural and man-made environments, attract new residents and businesses and enable us to create balanced and diverse employment centers and economic levels. Our strong sense of community connects us regardless of our cultural, age, ethnic, or economic differences.

Rules of Engagement –

- To treat everyone with respect, courtesy, and civility
- To act in a way that promotes and solicits an open, honest, transparent, and professional dialogue with each other, our citizens, city staff, and other interested parties
- To be collaborative and actively listen to all points of view with open-mindedness and respect
- To keep our commitments
- To actively advocate for our point of view, but also to recognize and respect the decisions of Council, even though we might not agree with that decision (we will not sabotage the decisions of Council)

Goals –

Culture

- Georgetown is a truly diverse, vibrant, inclusive, and socially dynamic city where everyone has the opportunity to participate in, and benefit from, our economic, political, and social activities

Employee

- Our outstanding and innovative City Employees work diligently to bring the Vision of Council to life and deliver exceptional services to our customers while exemplifying our Core Values

Internal Process

- Our policies and procedures are easy to understand, and consistently and professionally applied. Our internal processes are effective, efficient, fair, inventive, and transparent, and make us a desired destination for residents and businesses

Customer

- Anyone interacting with the City will have such a positive experience that they will tell everyone about it

Financial

- To maintain a fiscal environment conducive to attaining the goals of the City



Tier One Strategies	Potential Tactics from Council Sessions. To be considered and evaluated by Staff.
Attract, hire, develop, and retain the best people, and compensate them for the value they create	<ul style="list-style-type: none"> •
Create a customer service mindset	<ul style="list-style-type: none"> • Establish a regular review of policies, procedures, and forms with input from the users • Regular, institutionalized customer and employee satisfaction surveys • Improve, document, and communicate internal processes • Update the bid and procurement policies and procedures to support local businesses •
Implement the special event and destination strategy	<ul style="list-style-type: none"> •
Build and maintain an entertainment platform/venues	<ul style="list-style-type: none"> •
Expand and diversify the tax base (increase commercial percentage)	<ul style="list-style-type: none"> •
Accumulate funds to account for unfunded and unanticipated liabilities	<ul style="list-style-type: none"> •
Create a strategy to increase mobility	<ul style="list-style-type: none"> • Increase access/transportation options into and within the City • Increase ease of use/access to destination points and events
Attain and maintain superior public safety and the enhance the perception of safety	<ul style="list-style-type: none"> •
Attract younger workers/young professionals	<ul style="list-style-type: none"> •



Tier Two Strategies	Potential Tactics
Improve communications and advertising	•
Create and maintain outstanding aesthetics, and a welcoming appearance and spirit	•
Create an asset maintenance and revitalization plan	•
Create a “Donut Hole” strategy	
Monitor, promote, and communicate a long-term water and utilities plan and strategy	•
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