

ITY OF SIDNEY STRATEGIC PLANNING SESSION, NOVEMBER 15, 2024, 12:00 P.M.
1115 13th Avenue, Sidney NE

AGENDA

CALL TO ORDER
PLEDGE OF ALLEGIANCE
WELCOME
BUSINESS AND REPORTS:

1. Announcement re: Open Meetings Act
2. Comments by the public
3. Strategic Planning Session – David Scott

ADJOURNMENT

**The Council values and encourages comments by the public even if the topic is not on our agenda. However, Council cannot respond to or discuss any items that are not on the agenda. A request form to get on the agenda is available to the public on the City's website or at the City Clerk's office.

CITY COUNCIL STRATEGIC PLAN 2023 - 2026



VISION PLANNING 2026

OUR MISSION

To provide responsible leadership, fiscal accountability, quality services, and economic growth that will improve the quality of life for all of its citizens.

OUR ACCOMPLISHMENTS

- Economic Development
- National Leader
- Jobs Created
- Business Opportunities
- Dollars Invested in Community
- Innovative Programs
- Recreational Facilities and Amenities
- Rec Activities
- Youth Investment
- Community Appeal
- Solid Infrastructure
- Great Customer Service
- Community Buy-In
- Collective Investment in Community
- Large-Scale Networking and Communication

OUR PRIORITIES

- Common Vision
- Strong Communication Plan
- Fill Buildings
- Renovate or Address Outdated Buildings
- Consider New Opportunities
- Seek and Pursue Strategic Growth
- Build Endowment Fund
- Pursue Fundraising and Financial Sustainability Opportunities
- Support Neighboring Communities
- Support Existing Entrepreneurial Growth
- Panhandle / Regional Collaboration (Business & Housing)

OUR IMPACT

Citizen:

- Safe
- Entrepreneurial
- Small-town Values
- Engagement in Sidney
- Career Opportunities
- Remote Worker Opportunities
- Adequate Housing
- Quality of Life

Leaders and Employees

- Good Place to Work
- Rewarding Career
- Career Pathing
- Retention
- Competitive Wages and Benefits

OUR CULTURE

- Competitive
- Supportive to Businesses, Families, and Staff
- Welcoming
- Friendly
- Positive
- Willing to Work Together
- Departments Collaborate
- Teamwork
- Focus on Growth
- Training and Development

2023 SOAR ANALYSIS

STRENGTHS

- Community Organization Partnerships and Communication
- Utility Infrastructure
- Foundation for Quality of Life
- Location Opportunity
- Demographics
- Travel / I-80
- School System
- Hospital System
- Financial Stability
- Ability to Meet Organizational Needs
- Excellence Teamwork
- Departmental Communication / Meetings
- Employee Committee
- Leader in Innovation
- Diversity of Services / Quality of Services
- Community Center
- Trail System
- Well-Maintained Community
- Volunteer Base
- Community Pride
- Cleanliness
- Small-Town Values
- Street Projects
- LB840 Funds

OPPORTUNITIES

- Housing
- Economic Development
- Attract People / Human Capital
- City Buildings
- Downtown Revitalization
- Cultural Events / Opportunities/ Activities
- Night Life Attract Younger Demographic
- Park System - Multidimensional
- Financial Capacity and Limits
- Recruitment
- Retention
- Adequate Staffing
- Snow Removal
- Mowing
- Opportunities to Connect
- Competitive Salaries
- Council and Public Support
- Positive Press and Feedback
- Advocacy and Understanding
- Communication with Public
- Garbage / Snow
- Use the Right Communication Mediums

ASPIRATIONS

- Community Events
- Farmers Market
- True Market Square
- Downtown Lights
- Creative District
- Tourism Awareness
- City Branding
- Recreational Facilities
- Public Facilities
- County / Chamber /Other Partnerships
- State Granting Agencies
- Arts Council
- Economic Growth
- Progressive, Young, and Creative
- Economically Diverse
- Attractive Place to Live
- Trails
- Outdoor Opportunities
- Modern Facilities
- Environmental Sustainability
- Green Initiatives
- Housing Development
- North Sidney Streets
- Wage Increases
- Automation

RESULTS

- Good Long-Term Place to Work
- Quality of Life
- Safe
- Supply Chain Management
- Human Capital
- Annual Demographics of Community Mobility
- I-80 Traffic - Non-Local Dollars
- I-80 Development Opportunities
- Economic Development Opportunities
- Trail System
- Cultural Events
- Sales Tax Revenue
- Business Growth
- Job Creation
- Business Park
- Employee Retention at City
- I-80 Corridor

PILLAR #1 COMMUNITY IMPROVEMENT PROJECTS

STRATEGY	ACTION ITEMS	RESPONCIPLE PARTIES	TIMELINE
Work towards the creation of a City Auditorium or Civic Center	<p>Create partnerships needed to achieve the goal</p> <p>Identify Financing oppertunities for the goal</p>	City Manager & City Council	Ongoing
Improve Recreational Opportunities and Amenities	<p>Develop City of Sidney Trail System</p> <p>Partner with Safe Streets 4 All (SS4A) Committee</p> <p>Monitor Process through Phases and start work on Park Development Project</p>	City Manager & Mayor	<p>Complete design plan by September 2024</p> <p>Include public input</p> <p>Apply for implimentation of design plan at the earliest grant cycle after the plan is complete</p>
North Side Park Project	<p>Work on bidding documents</p> <p>Secure grant funding</p>	City Manager & City Council	Bid Project for spring of 2025
Create housing oppertunities	Pursue TIF and other funding and incentive opportunities	City Manager, City Council and EDCAC	Ongoing, Update City Council on Progress
Improve Downtown Buildings and Entertainment Venues	<p>Continue to expand and find funding for lighting projects</p> <p>Begin Revitilization of the Hickory Square Project</p>	<p>City Manager, Electric Superintendent, and Lighting Committee</p> <p>City Manager, Mayor, and City Council, and Partner with Creative District</p>	<p>Ongoing</p> <p>Start to identify funing sources by September 2024</p>
Complete Energy Projects	Complete Solar Farm and Additional Generation Projects	Electric Superintendent, City Manager, and City Council	Both complete by December 31, 2024

Land currently owned by Matt M and the City?

PILLAR #2 FINANCIAL STABILITY AND GROWTH

STRATEGY	ACTION ITEMS	RESPONCIPLE PARTIES	TIMELINE
<p>Capitalize on Current Financial Position</p> <p>Currently A+</p>	<p>Effectively Manager Equipment Reserve Fund</p> <p>Creat Plan to Improve Bond Rating</p> <p>Support the Approval of Investments as Related to Process Advantages and Efficiencies</p>	<p>City Manager & Finance Director</p> <p>City Manager & Finance Director</p> <p>City Council</p>	<p>Report to City Council at annual budget meeting, Some Debt retiring 2024-2025</p> <p>Reduce city debt & lower property tax - Ongoing</p> <p>Annual discussion during budget session</p>
<p>Explore Additional Funding Opportunities</p>	<p>Research Grant Opportunities</p>	<p>Economic Development Director</p>	<p>Ongoing, Review quarterly</p>
<p>Create Strategic Partnerships</p>	<p>Explore Partnership Oppertunities with Public Private Entities</p>	<p>Economic Development Director</p>	<p>Ongoing, Review quarterly</p>

PILLAR #3 EMPLOYEE DEVELOPMENT

STRATEGY	ACTION ITEMS	RESPONCIPLE PARTIES	TIMELINE
Anticipate Future Organizational Structure Needs	Create Organizational Structure Plans	City Manager	Ongoing, Report Quarterly Progress & Upcoming Staff Changes to City Council
	Explore Department Hiring Needs; Support Growth as Necessary	City Manager & HR	Approve Budget Needs as Necessary - City Council Review Organizational Changes Annually
Strive to Recruit and Retain Employee Talent	Address Wage Competitiveness and Future Federal Wage Requirements	City Manager, HR, and City Council	Presented Plan to City Council in the 2023 Budget Meeting
	Continue to Support Employee Engagement, Training, and Development Needs	City Manager, HR, and City Council	Ongoing, Review Quarterly
	Encourage Cross-Training and Cross-Collaborative Partnerships	City Manager, HR, and City Council	Ongoing, Review Quarterly
	Explore Wage and Career Pathing Incentive Opportunities	City Manager, HR, and City Attorney, and Finance Director	Recommendations Presented to City Council During Budget Meeting 2024

PILLAR #4 ECONOMIC DEVELOPMENT

STRATEGY	ACTION ITEMS	RESPONCIPLE PARTIES	TIMELINE
Continue Development of I-80 Corridor	Create Overreaching Plan (Generate and Review Existing Ordinances and Data) (Green Spaces)	City Manager & Burke Radcliffe, with City Council	Dedicate a special meeting for Q3 2024?
Continue to Support the Development of the Industrial / Business Park	Support the Development and Growth of the Park	Economic Development Director	Ongoing, quarterly Review
Pursue the Diversification of Economic Landscape	Strategically Support Diverse Opportunities through LB840 Initiatives	Economic Development Director, City Manager, and City Council	Ongoing, quarterly Review
	Support Economic Development Director Initiatives	City Manager and City Council	Ongoing, quarterly Review
Explore Regional and Panhandle Partnerships	Support Economic Development Director Initiatives	Economic Development Director, City Manager, and City Council	Ongoing, quarterly Review

Cost of infrastructure in the industrial park