

**CORDOVA
STRATEGIC
ACTION PLAN
2017**

ECONOMIC

SUSTAINABILITY

STRATEGIC PLAN PRIORITIES

- Financial Plan
- Economic Development
- Support Partnerships
- Infrastructure
- Internal Services

FINANCIAL PLAN

- Implement 20/20 budget Plan
 - Self-Sustaining Budget
 - Staffing Reorganization Tied To Budget Model
 - Increase Operational Budgets to 2016 Level
 - Taxes-Exemptions/Exceptions Review/Implementation
- CSD Full Funding Goal-Based on Available Funding
- CCMC-Sustainable Financial Model
- Comprehensive Rate Analysis-All Funds
- Pursue Grant Funding
- Sustainable Economic Model-Self Reliance

ECONOMIC DEVELOPMENT

- Tourism Promotion
- Event Development - Conferences
- Staffing Expertise
- Eco-Tourism
- Grow/Maintain Current Events/Festivals
- Improve Marketing and Marketing Tools-Regional
- Fishery Support/Harbor Improvement/Growth
- Additional Economic Development Partners
- Cordova Center Utilization

SUPPORT PARTNERSHIPS

- Build/Maintain Strong Partnerships
- Project Collaboration
 - Chamber Move
 - Crater Lake
 - USFS Special Use Permits
 - USCG FRC (Cutter)
 - PWSSC Potential Move and Land
 - Whitshed Sidewalk Projects
 - NVE and Private Partnerships

INFRASTRUCTURE

- Sidewalks-Adams St./Sidewalk Plan/Whitshed
- Water System-Additional Capacity-Crater Lake
- Street Improvements-Phase II Plan
- Foster Partnerships
- Expand Odiak-RV Spaces
- Oil Reuse Project-Partnerships
- Ski Hill Summer Use
- Code Review: Chpt. 16-17-18
- Comprehensive Plan Review
- Code Review Chpt. 4
- Provide Modern Comprehensive Infrastructure
- Land availability/development

INTERNAL SERVICES

- Staffing to 20/20 Plan
- Reorganize to 20/20 Plan
- Review Code Chap. 16-17-18
- Review Code Chap. 4
- Review Comprehensive Plan
- Program Evaluations/Work Flow Analysis
- Process Improvements
- Staff Training and Development

STRATEGIC WORK PLAN

- 2017 Action Items

 - Tax Review and Implementation
 - Rate Studies-All Funds
 - Adams St. Sidewalk Project
 - Redefined Budgeting Process-May
 - Begin Tourism/Marketing Efforts/Event ID
 - Develop Service Delivery System Efficiencies
 - Waste Oil Project-2017 Phase I-Centrifuge and Building Configuration
 - Promote conferences through City, CCMC, CSD
 - Evaluation of Partnerships
 - Complete Strategic Plan 2017
 - CIP Cross Reference-Capital Priorities

STRATEGIC WORK PLAN

- 2018 Action Items
 - Comprehensive Plan Review
 - Chapter 4 Review
 - Chapter 18 Review (16 & 17 To Follow)
 - Waste Oil Project 2018 Phase II-System efficiency
 - Reorganization Phase I-System efficiencies
 - Marketing Event Promotion Phase I-Brainstorming
 - Project Development-RV Park
 - Marketing-Promotion Improvements