

# The Town's Strategic Plan

**The Plan** - Was developed by the Town of Cave Creek in conjunction with Nicole Lance and Eric M. Bailey, Managing Partners of Extraordinary Balance. Research has shown that by developing Strategic this plan, the Town of Cave Creek leadership has a much higher sense of ownership over the direction of the work and will exhibit significantly higher energy and passion toward achieving the outcomes. This ownership leads to more efficient use of time, more creative work output, and increased job satisfaction.

**Focus Areas** - Through a process of discovery and collaboration, the Town of Cave Creek identified four key focus areas for the new strategic plan:

- **Services and Infrastructure**
- **Community Culture**
- **Financial Viability**
- **Governance**



## Services and Infrastructure

Definition: employ the Town's resources to continuously improve and provide for the Town's roads, sewer, water, and fire safety.

### What This Means for The Community

Success in this Focus Area will build community trust, increase property values, and increased opportunities for business development.

### Goals

1. Eliminate restrictions on new water services in Cave Creek by 2022
2. Improve customer/citizen satisfaction of Town services by 2023
3. Provide Town-funded, within jurisdictional limits, Fire and EMS services by 2025
4. Relieve peak traffic congestion in Town core (E/W) by 2025



## Community Culture

Definition: community culture is what makes the Town attractive and desirable. It is the menu that tells us the flavor of the Town.

### What This Means for The Community

Success in this Focus Area will make the Town of Cave Creek even more attractive and desirable and increase property values. Increased tourism will increase revenues which fun improvements and services residents can enjoy without having to pay property tax.



## Goals

1. Increase number of annual volunteers to 5% of the Town population within 5 years
2. Increase entertainment sales tax revenue within 5 years
3. Increase recreational amenity utilization each year for 5 years

## Financial Viability



Definition: long-term financial planning that incorporates anticipated revenues and expenses to support the community culture, services, and infrastructure and governance to the level the residents expect.

### What This Means for The Community

Success in this Focus Area will provide security, “ease of mind,” and confidence in The Town of Cave Creek’s local government.

## Goals

1. Fund 100% of identified economic development priorities annually
2. Water and sewer revenues and expenditures balanced within 5 years
3. Retain 6 months of operating reserves every year

## Governance



Definition: a group of people who decide how things are done to meet the needs of the community while making the best use of resources at our disposal.

### What This Means for The Community

Success in this Focus Area will result in Town leadership that is balanced, fair, accountable, trustworthy, responsive, solutions-focused, and fiscally responsible.

## Goals

1. Achieve 100% match between committee and Town demographics within 5 years
2. 80% of residents report trust and alignment with Town within 5 years