

Priority Area:

Improve Community Appearance

Goal/Objective:

Improve general appearance of city.

Strategy 6- Conduct a comprehensive Community Beautification Study that results in a Community Beautification Plan:**Action Steps:**

- a. City council to appoint a Beautification Committee to conduct a Community Beautification Study of city. Study to analyze various community beautification efforts underway and make suggestions for additional projects to enhance community appearance. Report to include project list as well as estimates of cost associated with projects/initiatives. City staff to assist in the study design and implementation as well as overseeing future project development.

Resources Required:

1. Staff time to work with Beautification Committee to design and conduct study.
2. Funds for future implementation of projects. An initial budget of \$100,000 is envisioned for miscellaneous committee costs as well as providing a budget for initial beautification projects. Other funding sources may be leveraged to enhance program (Hotel and Motel Tax, Parks and Stormwater Beautification initiative).
3. Funding for 0.25 FTE for a Neighborhood Improvement Officer in Planning, Development and Neighborhood Services Dept. to oversee program.

Total Plan Cost:

Total Additional FTE: 0.25

One-Time Costs: \$100,000

Staffing Annual Costs: \$16,250

Program Annual Costs: TBD

Desired Benefit/Outcome:

- Identify ways of enhancing community's appearance by increasing its aesthetic visual quality while welcoming visitors and enhancing quality of life for residents.
- Increased pride of residents and business owners in appearance of city.
- City is more attractive to new residents and business investment.

“Down the road, something that could be better is more green space: each new business coming in should be required to plant trees, shrubs, or flowers and beautify their space. Add to our parks - they are beautiful, and many people use them.” – Listening Tour Respondent