

Priority Area:

Improve Community Appearance

Goal/Objective:

Improve general appearance of city.

Strategy 2- Develop and Implement a Residence of Month and Business of the Month Program to recognize well maintained business properties and increase pride of appearance of community:**Action Steps:**

- a. Form workgroup of city staff to research similar programs in other communities. Have information from previous chamber/city program to use as template.
- b. Inform potential stakeholders for input.
- c. Develop program processes and procedures.

Resources Required:

1. Staff time to research and design program.
2. Funding for staffing to operate program with a 0.10 FTE for a Neighborhood Improvement Officer in the Planning, Zoning and Neighborhood Development Dept.
3. Funding for operational costs of program.

Total Plan Cost:

Total Additional FTE: 0.10

One-Time Costs: \$1,000

Staffing Annual Costs: \$5,600

Program Annual Costs: \$3,000

Desired Benefit/Outcome:

- Improved appearance of community through better maintenance of structures and properties.
- Increased value of properties.
- Increased pride of residents in appearance of city.
- City is more attractive to new residents and business investment.