City of Navasota

Navasota 2027

Strategic Growth Plan

Professionally facilitated and designed by:

The Management Connection, Inc.

I. VISION 3

II. MISSION 3

III. STRATEGIC GROWTH POLICIES 3

VISION 2027 POLICY 3

COMMUNICATIONS POLICY 4

FISCAL POLICY 4

QUALITY OF LIFE / PARKS/RECREATION/CULTURE 5

PUBLIC SAFETY 5

COMMUNITY DEVELOPMENT 6

ECONOMIC DEVELOPMENT 6

TOURISM 7

LEADERSHIP POLICY 8

I. Vision

Navasota 2027: What America wants to be

"A beautiful, progressive, vibrant, service-oriented, close-knit community filled with historical charm and promise for people and business."

II. Mission

To guide Navasota's growth in a way that maintains our heritage, culture, and uniqueness while maximizing our economic and social development.

III. Strategic Growth Policies

Vision 2027 Policy

It is the desire of the Navasota City Council that City Staff should hold to the Strategic Growth Plan and Policies and present an annual report to Council on progress toward goals.

III. Strategic Growth Policies *(continued)*

Communications Policy

It is the desire of the City of Navasota to maintain and promote open avenues of communication between the City and the Public.

Goals

A. Utilize a Communications Plan.
B. Ensure that the City Organization effectively communicates.
C. Provide venues to receive feedback/input from the public.

Fiscal Policy

It is the desire of the Navasota City Council to operate efficiently and effectively under a balanced budget while investing for long-term planning to include the 2027 Strategic Plan.

Goals

A. Ensure adequate revenues to support current and future infrastructure.
B. Ensuring adequate revenues to support the Strategic Plan.
C. Cost Benefit Analysis on all major expenditures while evaluating alignment with the Strategic Plan.
D. Track and assess economic trends and their impact upon the Strategic Plan.
E. Evaluate investment policy to maintain optimum growth.

III. Strategic Growth Policies *(continued)*

Quality of Life / Parks / Recreation / Culture Policy

It is the desire of the Navasota City Council to support a Ten (10) Year Comprehensive Parks Plan and review it annually to ensure:

Goals

A. We are meeting current cultural and recreational needs.
B. Park development is consistent with Community Development Plan.
C. We coordinate with other groups to provide large scale events.
D. We maintain and upgrade existing facilities.
E. We establish new facilities when demand exists.

Public Safety Policy

It is the desire of the Navasota City Council to provide the necessary resources to create a safe community.

Goals

A. Ensure adequate funding for staff and equipment.
B. Continued development and enforcement of policies and procedures.
C. Create community partnerships.

III. Strategic Growth Policies *(continued)*

Community Development Policy

It is the desire of the Navasota City Council to achieve the desired objectives of the residents of Navasota to create a diversified community environment.

Goals

A. *Residential Development*: to encourage quality, diverse housing including a variety of single and multi-family projects.
B. *Downtown Revitalization*: to renovate the downtown environment and attract a diversity of professional and retail amenities.
C. *Planning and Growth*: to establish criteria that retains continuity of the City's identity.
D. *Historic Preservation*: to maintain the historic value of public and private properties in the city.
E. *Green Initiatives*: to establish policies for commercial and residential properties.

Economic Development Policy

It is the desire of the Navasota City Council to work with community and businesses in the creation of an environment that is economically secure and holds opportunities for growth.

III. Strategic Growth Policies *(continued)*

Economic Development Policy

Goals

A. Establish a Small Business Development Center.
B. Establish workforce programs.
C. Attract family-friendly, profitable businesses.
D. Implement Five (5) Year Economic Development Plan.

Tourism Policy

It is the desire of the Navasota City Council to support tourism for the purpose of increasing revenue to enrich the local economy.

A. Implement the Comprehensive Tourism Plan.
B. Support Downtown initiatives.
C. Create partnerships for promoting Navasota.
D. Quality marketing.
E. Guidelines and educate as to why/how to use.
F. Targeted publications.
G. Tourism attractions.

III. Strategic Growth Policies *(continued)*

Leadership Policy

It is the desire of the Navasota City Council to demonstrate responsible leadership by:

A. Establishing a 2027 Strategic Growth Map for the City of Navasota.
B. Assuring stable and effective city operations.
C. Developing and adopting policies that will guide the growth of the City of Navasota.
D. Facilitating private/public sector partnerships at the local, regional, state and federal level that will invest in the future of Navasota.
E. Ensuring all Navasota boards, commissions and committees are aligned with the Council's growth policies.