



SIoux CITY STRATEGIC PLAN

City Council



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CITY COUNCIL MEETINGS

The Sioux City City Council meets each Monday on the 5th Floor of City Hall, located at 405 6th Street. Meetings begin at 4:00 p.m. and are broadcast live on Cableone channel 56. Meetings are also streamed live at www.sioux-city.org/council-live-videos.

For agenda and minutes information, visit www.sioux-city.org/agendas-minutes or contact the City Clerk's Office at (712)279-6109.

OUR MISSION AND VALUES

Our mission is to create a dynamic and vital city by providing quality, cost-effective municipal services and by forming partnerships with residents and organizations of our community.

We value our residents and coworkers as people who contribute ideas, energy, and commitment toward the betterment of the community. Employees are included in decision making at all levels and are treated with fairness and respect at all times.

We believe good government depends on:

TRUST

We maintain the highest level of integrity and honesty in all our actions. We believe truthfulness will create trust within the organization and public trust can be achieved and preserved by making government open and accessible to those we serve.

BALANCE

We maintain proper equilibrium between responsive and responsible government services. We are sensitive to the diversity of those we serve.

EMPOWERMENT

We create an environment in which our citizens and employees are encouraged to use their initiative and expertise in constructive problem-solving. We accept ownership and responsibility of decisions and celebrate the many accomplishments that such an environment creates.

CREATIVITY

We seek continuous improvements in City services by using our creativity and by engaging in prudent risk-taking.

OUR COMMITMENT TO CITIZENS

(MUNICIPAL RESPONSIBILITIES)

QUALITY OF LIFE

We will position Sioux City as a preferred community through marketing initiatives and growing local pride in our City.

HEALTH AND SAFETY

We will enhance public health and safety by maximizing the utilization of technology, improved community engagement, and improved communications and facilities.

INFRASTRUCTURE

We will invest in infrastructure to attract and retain business, spur residential growth and increase quality of life.

PROGRESSIVE LEADERSHIP

We will use formal and informal methods to engage the Council, our employees, and our customers to promote enhanced organizational engagement and commitment to our shared vision.

ECONOMIC OPPORTUNITY

We will work with current business to create job growth and aggressively seek out opportunities to attract new economic growth.

For more information call (712)279-6102 or visit www.sioux-city.org



STRATEGIC FOCUS AREAS

Our Strategic Focus Areas

As stewards of the City of Sioux City, we will strive to:

- **Grow Sioux City**
Expand development opportunities and grow Sioux City
- **Explore Sioux City**
Explore destination Sioux City
- **Enhance Connectivity with Citizens and Businesses**
Enhance public/private partnerships
- **Grow Sioux City Pride**

GROW SIOUX CITY

- Achieve Phase I build out of current Southbridge Industrial Park.
- Focus employer attraction efforts around growing industries.
- Provide incentives to encourage north side area residential development in the mid-level price ranges.
- Partner with the Missouri River Historical Development Inc. (MRHD) and developers to relocate a casino to downtown Sioux City.
- Conduct an aggressive neighborhood rehabilitation program within three existing Sioux City neighborhoods and begin the planning of new neighborhood areas.
- Add affordable housing units to existing inventory.
- Increase infrastructure and paving investment.
- Increase Airport related development.
- Provide incentives to encourage additional air service.
- Develop a City-Wide Preservation Plan that identifies Sioux City's historic resources.
- Develop a historic preservation plan for the community with an emphasis on the downtown area.
- Create a University Center in downtown.
- Implement the International Economic Development Council (IEDC) downtown comprehensive plan.
- Maximize the City's investment and technology potential.
- Develop new opportunities and incentives to achieve additional downtown market rate housing units.
- Develop an entrepreneurship education initiative.
- Develop public and private partnerships to expand area job creation.
- Create a non-profit land bank to further redevelopment.
- Continue efforts to leverage strengths and assets and to develop critical mass in Downtown Sioux City — Historic 4th Street, central core area, and Historic Pearl District.
- Develop a retail strategy for downtown.
- Redevelop West 7th Street.

OPERATIONAL PLANS

The City's day to day operations are guided through the implementation of its various operational plans. These include but are not limited to the Operating Budget, the Capital Improvement Program (CIP), City Comprehensive Plan, Municipal Code, individual department strategic plans, and various neighborhood plans.

EXPLORE SIOUX CITY

- Develop a "Betting on Downtown" Plan.
- Continue expanding our cultural development initiatives and enhance local arts related development.
- Construct a centralized youth sports complex attracting teams from around the Midwest.
(Soccer, baseball, green space, multi-use)
- Construct an indoor/outdoor water park with multi elements for all ages attracting residents and tourists.
- Create a Green City initiative.
- Continue the development along the City's various river fronts.
- Establish a Hospitality Association.
- Position Sioux City as a premier walkable and livable place.
- Connect walking and biking trails.

ENHANCE CONNECTIVITY WITH CITIZENS AND BUSINESSES

- Expand volunteerism in our organization.
- Encourage resident engagement in the community.
- Work with area employers and the Siouxland Chamber of Commerce, Sioux City Community Schools, Western Iowa Tech Community College, and the Iowa Workforce Development Center to develop a nationally recognized skilled trades training program.
- Enhance Council Member and staff engagement with residents and businesses.
- Continue to empower employees, set clear expectations, allow risk, and recognize their achievements.
- Create opportunities to partner with Sioux City Growth Organization (SCGO).
- Continue efforts to eliminate and prevent homelessness.

GROW SIOUX CITY PRIDE

- Embrace and invest in a Beautification Plan.
- Use signage and/or design features at major traffic entry points into the City and neighborhoods to make key entry points more welcoming.
- Significantly increase youth involvement in all aspects of the City, including supporting the Mayor's Youth Commission.
- Expand and enhance Board/Commission, City employee, and City retiree recognition and communication efforts.
- Offer municipal support to local festivals to attract more visitors.
- Expand the "Tourist in Your Own Town" initiative to engage more residents.
- Redesign and implement our community brand.
- Develop technology-based communication plans that enhance resident and visitor engagement.
- Achieve International Accreditation for Sioux City Fire and Rescue.
- Step up recycling efforts.

For more information call (712)279-6102 or visit www.siuox-city.org

