



# **TOWN OF WICKENBURG**

## **FY 25 Strategic Plan End of Year Update**

**11/17/2025**



# Background

- **Vision - Wickenburg will be known as the best Western town in Arizona and one of the state's top places to live, raise a family, do business, and enjoy an outdoor lifestyle**
- The Strategic Plan was adopted by Resolution 2320 on February 6, 2023
- The Strategic Plan is a roadmap to help the Town reach its goals
- BridgeGroup LLC Management Consultants worked with the Town Council to create the plan and update the Vision, Mission, and core values
- The five focus areas include guiding principles and measurable activities to be completed between FY23 and FY26, ensuring the Town makes deliberate, smart, and sustainable choices



# Background - The Strategic Plan's 5 Focus Areas

- Fiscal Sustainability - Innovative, responsible policies ensuring efficiency, transparency, and exceptional service
- Infrastructure Assets – Maintain and plan infrastructure to support community quality of life and economic vitality
- Safe and Sustainable Quality of Life - Offer programs and events that promote community engagement health and sustainability
- Innovative and High-Performing Organization - Maintain a safe sustainable workplace and attract retain a committed workforce
- Economic Growth - Promote diverse high-quality development to support economic sustainability and growth



# Fiscal Sustainability - Update

- Utility Rate (Study) to Fund Future Infrastructure Projects – **Completed**
- Evaluate Enterprise Resource Program – **In Progress**
- Assess Existing Financial Levies and Revenue Sources – **Ongoing**
- Develop and Adopt a Long-Term Strategic Financial Plan for Capital Projects – **Completed**
- Review and Maintain Appropriate Reserve Funds – **Ongoing**

# Infrastructure Assets – Update

- Conduct a Facilities Master Plan – **Completed**
- Implement Wastewater Master Plan (Phase I) Recommendations – **Completed**
- Conduct Airport Master Plan (External) – **In Progress**
- Update Pavement Condition Assessment – **Completed**
- Conduct a Transportation and Transit Plan (External) – **In Progress**
- Implement Council Direction on Community Center – **In Progress**
- Implement Water and Wastewater Master Plan (Years 2-4) Recommendations – **In Progress**
- Evaluate Hangar and Tie Down Opportunities – **In Progress**



# Safe and Sustainable Quality of Life – Update

- Evaluate Town Code and Code Enforcement Program – **In Progress**
- Create Code Enforcement Office – **Completed**
- Conduct Parks & Trails Master Plan – **Completed**
- Develop Community Engagement Volunteer Program – **Completed**
- Evaluate and Develop Neighborhood Engagement Strategies – **Completed**
- Develop Arts & Culture Events – **Completed with continued engagement**
- Collaborate and Develop Community Events Calendar – **Completed**
- Seek Partnerships to Increase Recreational Programming – **Completed with continued engagement**
- Strategic Annexation to Manage Urban Pressure to Economic Opportunities – **In Progress**



# Innovative and High Performing Organization – Update

- Evaluate High Performing Organization (HBO) Principles – **Ongoing**
- Implement Employee Engagement and Development Survey – **Completed**
- Implement Human Resource Information System and Learning Management System Employee Software – **Completed**
- IT Road Mapping (Master Plan, Internal) – **Completed**
- Evaluate and Improve Town Website – **Completed**

# Economic Growth – Update

- Identify Partnership Opportunities with Business Community Stakeholders – **Completed with continued engagement**
- General Plan Update – **Completed**
- Zoning Code Update – **In Progress**
- Evaluate Implementing Economic Gardening (Business Retention and Expansion) - **Completed**
- Develop and Implement Economic Marketing and Branding Strategies – **Completed**
- Attract and Support the Growth of Light Industrial Business – **Ongoing**

# Evaluate Internal Fees and Cost Recovery Policies

## Status - **Ongoing**

- Evaluating internal fees to support cost recovery and financial sustainability
- Annual consolidated fee schedule review conducted as part of budgeting process
- Staff analyze service costs and recommend fee adjustments to achieve cost recovery
- Continuous review keeps fees, fair, current, and aligned with Council's Fiscal Sustainability goals

# Evaluate Development Impact Fees

## Status - **In Progress**

- Objective is to align development fees with actual costs to ensure growth pays for itself
- Must balance cost recovery with maintaining affordable development
- An official Impact Fee Study (~\$100,000 per fee) is required before adopting new fees

# Develop and Implement Wayfinding Plan

## Status - **In Progress**

- Feedback received from the Economic Development and Transportation Advisory Committee in summer 2024
- Workgroup of committee members and community organizations met throughout 2024 and early 2025 to establish goals and vision
- In 2025, staff began inventorying locations and developing placement recommendations
- Timeline extended to FY26 to comply with state requirements for highway sign placement
- Project remains active, focusing on improved navigation and enhanced community identity



# Develop Economic Development Web Portal

## Status - **In Progress**

- Development of the Web Portal began in 2025 to serve as central hub for economic development resources and information
- Draft version presented to the Economic Development and Transportation Advisory Committee in January 2025
- Working draft completed by early summer 2025, pending additional review.
- Responsibility reassigned to Community Development Department; completion date unknown

# Conduct Economic Development Strategic Plan

## Status - **In Progress**

- Project timeline extended after transitioning from consultant-led effort to staff-led initiative
- FY25 Council adopted the Wickenburg 2045 General Plan with seven Economic Development Goals
- The General Plan includes 47 policies to achieve these goals
- Council's strategic plan emphasizes Economic Growth as a focus area with six guiding principles

# Questions?