

OUR VISION:

The City of Cottonwood strives to maintain a uniquely desirable and sustainable community.

We are unique because of our people, our grand natural resources, public amenities, leadership, diversity, and home town atmosphere.

We will continue to conserve, preserve and manage our precious resources, including the Verde River and its unique riparian habitat.

We will enhance our position as the economic center for the Verde Valley, providing retail, medical, education, transportation, recreation, and tourism.

The City of Cottonwood provides leadership and solutions to ensure a prosperous community where a diversity of people and nature thrive.

OUR TAGLINE: You are welcome here.

OUR BRAND: The Heart of Arizona Wine Country



CITY OF COTTONWOOD STRATEGIC PLAN

2021-2023

QUICK REFERENCE GUIDE

1) FOSTER SUSTAINABLE GROWTH AND DEVELOPMENT

KEY PRIORITIES

- Economic Development • Housing • Airport • Tourism
- Branding • Workforce Development • Annexation

GUIDING PRINCIPLES

- 1.1 Focus on business retention.
- 1.2 Start and end with “the city is open for business.”
- 1.3 Support outdoor economics.
- 1.4 Evaluate opportunities for annexation.
- 1.5 Support educational institutions and organizations engaged in workforce development.
- 1.6 Continue with current marketing and tourism direction.
- 1.7 Create organizational flexibility in support of local businesses and housing.
- 1.8 Promote sustainable tourism.
- 1.9 Explore more diversity in housing solutions.
- 1.10 The airport is an economic driver.

2) ENSURE OUR QUALITY OF LIFE

KEY PRIORITIES

- Parks & Trails • Events • Awareness & Education • Citizen Engagement • Police & Fire

GUIDING PRINCIPLES

- 2.1 Host and support events consistent with our brand.
- 2.2 Offer awareness and educational programs for residents.
- 2.3 Enhance partnerships with community groups to improve park facilities.
- 2.4 Encourage and develop community pride.
- 2.5 Encourage volunteerism in areas of interest that are consistent with our brand.
- 2.6 Support safe neighborhood policies and programs.
- 2.7 Support the creation of third spaces for increased socialization.
- 2.8 Begin work to update the City’s General Plan.



3) LEAD WITH ENVIRONMENTAL STEWARDSHIP

KEY PRIORITIES

- Water • Land • Preservation of Open Space
- Preservation of Local Natural Habitats

GUIDING PRINCIPLES

- 3.1 Implement direct potable water reuse.
- 3.2 Pursue opportunities to acquire surface water rights.
- 3.3 Support local programs to increase a culture of conservation.
- 3.4 Maximize the injection of and the reuse of reclaimed water.
- 3.5 Encourage the State to fund agencies that support the adjudication process.



4) IMPROVE OUR INFRASTRUCTURE

KEY PRIORITIES

- Wastewater Treatment • Streets & Sidewalks
- Transit • Traffic

GUIDING PRINCIPLES

- 4.1 Continue to prioritize infrastructure projects.
- 4.2 Advocate for the maintenance and care of state-owned roads and improved signage.
- 4.3 Identify options and a strategy for funding a consolidated City Hall facility.
- 4.4 Prioritize regional and local broadband initiatives.
- 4.5 Continue to prioritize City infrastructure projects.



5) EMBRACE FINANCIAL ACCOUNTABILITY AND TRANSPARENCY

KEY PRIORITIES

- Budget • Finances • Employees • Physical Resources

GUIDING PRINCIPLES

- 5.1 Prepare an accessible and transparent budget that is easy to read and understand.
- 5.2 Recruit and retain highly qualified employees.
- 5.3 Continue to right-size City staffing consistent with community needs.
- 5.4 Remain fiscally conservative.
- 5.5 Maintain physical resources.
- 5.6 Ensure updated budget is available to the community.

