

## 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 hometown 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, supporting retail, medical services, 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.

**Tagline:** You are welcome here

**Brand:** The Heart of Arizona Wine Country

**Mission:** Inspiring a Vibrant Community



# COTTONWOOD

## STRATEGIC PLAN

2023 - 2025

## QUICK REFERENCE GUIDE

## 1) BUILDING QUALITY OF LIFE THROUGH SUSTAINABLE GROWTH & DEVELOPMENT

### KEY PRIORITIES:

Economic Development • Workforce Development • Housing • Airport • Tourism • Citizen Engagement • Parks & Trails • Events • Police & Fire and Medical • Recreation Opportunities

### GUIDING PRINCIPLES:

- 1.1 Focus on business retention.
- 1.2 Start and end with “the city is open for business.”
- 1.3 Explore more diversity in housing solutions.
- 1.4 Utilize the airport as an economic driver.
- 1.5 Promote sustainable tourism.
- 1.6 Support and promote citizen engagement.
- 1.7 Support outdoor economics.
- 1.8 Prioritize public safety outreach.
- 1.9 Encourage and develop community pride.

## 2) LEAD WITH ENVIRONMENTAL STEWARDSHIP

### KEY PRIORITIES:

Water • Wastewater • Stormwater • Stewardship of Local Natural Resources • Management of Open Spaces

### GUIDING PRINCIPLES:

- 2.1 Support local programs to increase a culture of conservation.
- 2.2 Maximize the injection and the reuse of reclaimed water.
- 2.3 Pursue opportunities to acquire surface water rights.
- 2.4 Encourage the responsible use of Cottonwood’s natural resources.

## 3) PRIORITIZE OUR INFRASTRUCTURE

### KEY PRIORITIES:

Streets & Sidewalks • Traffic Circulation & Public Transportation • Wastewater Treatment • City Facilities

### GUIDING PRINCIPLES:

- 3.1 Continue to prioritize infrastructure projects in Cottonwood.
- 3.2 Prioritize our public transportation.
- 3.3 Maximize the injection and reuse of reclaimed water.
- 3.4 Continue to prioritize the City’s infrastructure.

## 4) FURTHERING FINANCIAL ACCOUNTABILITY & TRANSPARENCY

### KEY PRIORITIES:

Budget • Finance • Physical Resources • Employees

### GUIDING PRINCIPLES:

- 4.1 Remain fiscally conservative.
- 4.2 Recruit and retain highly qualified employees.
- 4.3 Maintain physical resources.
- 4.4 Ensure updated budget information is available to the community.
- 4.5 Secure alternate funding resources.

## 5) INITIATE AND MAINTAIN OPPORTUNITIES FOR COLLABORATION, EDUCATION, COMMUNICATION, & LEGISLATIVE ADVOCACY

### KEY PRIORITIES:

Regional Collaboration • Legislative Advocacy • Awareness & Education • Citizen Outreach

### GUIDING PRINCIPLES:

- 5.1 Increase efficiency through partnerships.
- 5.2 Participate in legislative advocacy.
- 5.3 Engage educational institutions.
- 5.4 Meet citizens where they are.

