



Vision 2025 & Beyond Milestones

FINANCIAL FORECASTING

10
YEAR

Conducted a 10-year financial forecast.

PUBLIC ENGAGEMENT AND OUTREACH

Received +250 community responses to Residential Priorities Survey.

Conducted in-person and virtual Economic Opportunities Study workshops with +25 attendees.



Sent informational mailer to +18,000 residents and businesses.

+250



REVENUE ENHANCEMENT

Community passed Measure Y, estimated to generate \$2.8 million annually.

Discussed revenue enhancement measures to address budget challenges.

\$2.8
MILLION

MEASURE
Y

City Council unanimously voted for Measure Y, a ½ cent sales tax, to be placed on the ballot.

Identified findings and strategies to improve long-term financial health and real estate market conditions.



Launched an Economic Opportunities Study survey on social media with 249 responses.

ECONOMIC DEVELOPMENT

City Council approved a consulting contract for plan implementation.



Commissioned marketing study and gap analysis.

2
YEAR

Developed a two-year marketing plan.



Conducted an Economic Opportunities Study to analyze opportunities in City business zones.



City Council adopted 2023-2030 Strategic Plan.

** This infographic visually represents the Vision 2025 & Beyond process, but the milestones aren't strictly in chronological order.