

City of Bullhead City Strategic Plan 2015

Creating a Vision and
Action Based Plan



Planning Team

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Executive Summary

The City of Bullhead City embarked on a community based planning process starting in 2012 to create short and long-term goals and objectives to guide city governmental processes. The process also produces recommendations from the community.

The Plan for Bullhead City is a working document that is updated every two years. The Plan creates a vision for Bullhead City that helps guide policy makers, administrative staff, as well as offers suggestions for other community organizations. The Plan identifies key issues of importance for community members and provides goals and objectives. The plan also lists strategies for addressing the most important issues in the community.

In an effort to ensure a community-focused and proactive approach to governance, the City asks community volunteers to step forward and lead the process during the updates. A great group of community advocates and volunteers have signed up for each of the updates. Staff worked with the 2015 Team to update the short and long-term goals contained in the 2015-2023 document.

Overall, this Plan provides guidance that will enable Bullhead City to achieve a sustainable future and improve the quality of life for all residents. This plan respects and encourages utilization of the official City mission statement as noted below.

MISSION STATEMENT

“IT IS THE GOAL OF THE CITY OF BULLHEAD CITY TO ENHANCE THE QUALITY OF LIFE AND PROMOTE A SENSE OF COMMUNITY TO RESIDENTS BY PROVIDING QUALITY PUBLIC SERVICES IN A RESPONSIBLE, EFFICIENT, AND EFFECTIVE MANNER.

Bullhead City Vision

The City has a vision to sustain our retail and tourism-based community with many amenities, including:

- Scenic Beauty along the Colorado River
- Active and Engaged Citizens
- New Employment Opportunities
- A Great Place to Live, Work and Play
- Top Notch Medical Care
- Quality Education
- Enjoyable Parks with Many Special Events
- Cultural, Intellectual, and Recreational Amenities
- Business Friendly Governmental Processes



Planning Process

During the February 2010 City Council Retreat, staff was asked to prepare an in-house strategic plan and utilize the resources developed by the City in the past. Those resources included the documents listed below.

- *A Focused Future Bullhead City Strategic Plan for Economic Development*, published December 1999
- *The Strategic Planning Sessions on Image*, a 2002 Update

In response to the directive from the Council, a diverse Team of 17 community members created the 2012 Strategic Plan. To keep the Plan current it is was updated annually through 2015. The City once again went out to the community to obtain their input. Staff worked with the 2015 Team to update the short and long-term goals contained in the document.

The 2015 Team was comprised of a diverse and complementary group that collectively represented various interests of our community, including residents, business owners, those serving in the fields of education, health care, public service, tourism, media, utilities, the retirement community, and the economic development, financial, and real estate industries. This was important to make sure the results of our efforts are an accurate reflection of community desires.

One of the first things that is clearly evident from the Team discussions is that Bullhead City has tremendous opportunities for the future. Recognizing those opportunities, capitalizing on our assets, and working to improve our shortcomings will help us to achieve a sustainable future for generations to come.

In December of 2015, the City Council directed staff to continue to seek input from the community and update the Plan every two years.



Economic Development

The Strategic Planning Team discussed economic conditions, jobs and the overall economy. The survey results reveal that the group recognizes Bullhead City is a tourist community, but needs to diversify the local economy by upgrading and diversifying the workforce and employment opportunities. The Team strongly believes the City should focus on utilization of the Colorado River as the greatest community asset and tie some of its economic development efforts to the River.

Completed 2014-2015 Goals

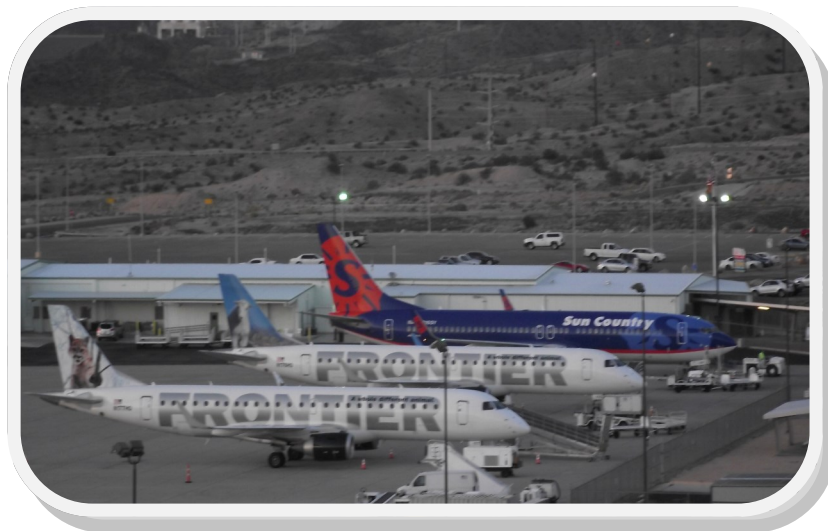
- Supported the start of construction of three ball fields in Rotary Park to support more sports tournaments.
- Initiated inventory of properties along Hancock Road.
- Supported submission of the ABC Grant to Frontier Communications for creation of a downtown atmosphere on portions of Hancock Road.

Short-Term Goals 2015-2016

- Partner with Bullhead Area Chamber of Commerce and building industry to attract baby boomers to retire in the Bullhead City community.
- Coordinate with the property owners surrounding the Riviera Marina to ultimately redevelop the area.
- Spruce up facades of buildings along Highway 95 in Original Bullhead City, Hancock Road, and Marina Blvd. Fill empty commercial buildings. Consider incentives to upgrade.
- Focus on tourism by working with Chamber and local businesses to support and spread the word about special events.
- Study additional tourism opportunities and create a plan to have special or sporting events at least twice a month.
- Support the Laughlin-Bullhead International Airport in their efforts to attract non-charter commercial air service to Bullhead City.

Long-Term Goals 2016–2023

- Create a Destination in Section 12 with a variety of uses, a focus on the Colorado River, and a sense of place for the entire community.
- Encourage and support development of the lands across from Laughlin casinos.
- Work with business and property owners to redevelop Original Bullhead City.
- Enter into partnerships with private sector businesses to bring more riverfront development that allows public access.
- Work to attract desired businesses to the City.
- Support the Laughlin-Bullhead International Airport in their efforts to attract on-going commercial air service to Bullhead City.
- Attract an additional grocery retailer to northern Bullhead City.
- Attract other restaurants to the Mohave Crossroads area.

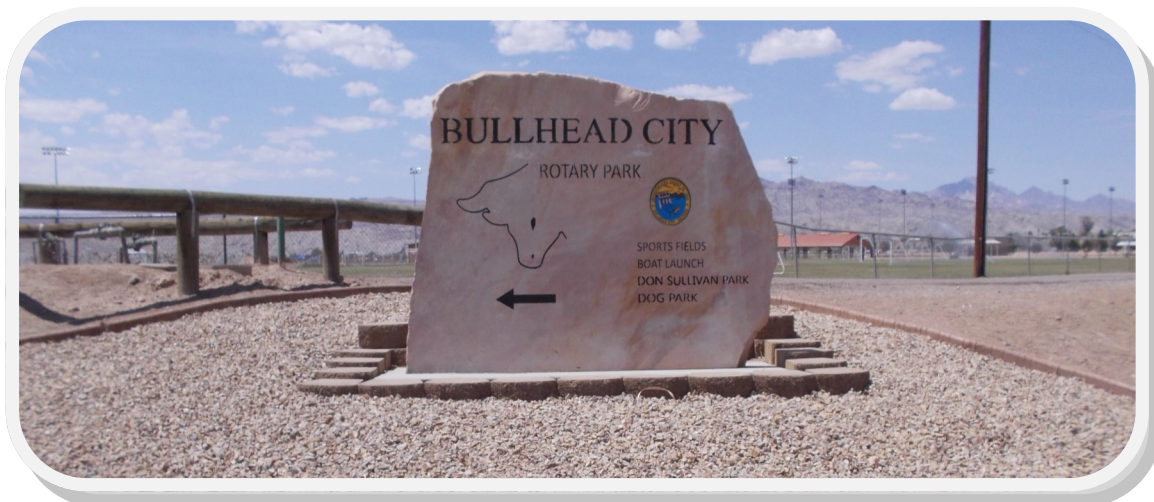


City's Image

Each year the Strategic Planning Team continues to discuss the image of the community at length. Topics that resulted from the discussions included the desire for beautification, creation of a community "brand" with our lifestyle, pace, and affordability, and improvements to the City's infrastructure.

Completed 2014-2015 Goals

- Held a desert cleanup in March 2015.
- Provided exceptional customer service to our citizens.
- Improved transparency in various governmental processes through postings on Bullhead City's web and Facebook sites.
- Posted all financial data on www.bullheadcity.opengov.com.
- Actively enforced nuisance and sign regulations.
- Removed garage/yard sale signs from rights-of-way on a regular basis.
- Removed and ticketed vehicles parked for sale along major and minor arterial streets on a regular basis.
- Added flagstone signage in the City's Parks.
- Landscaped several key intersections along Highway 95.
- Stabilized and landscaped the slope at Highway 95 and Silver Creek Road.
- Completed a splash pad in Ken Forvargue Park.
- Further educated the community on the City's recycling program.
- Prepared a needs assessment for the Bullhead Area Transit System to insure mobility needs are being met for the community.
- Encouraged the Arizona Game & Fish Department to use Heritage grant funds to develop back water projects in the Colorado River Nature Center.



Short-Term Goals

2015-2016

- Schedule another training session for city employees so staff continues to provide exceptional customer service.
- Schedule a community cleanup in Spring 2016.
- Continue to improve transparency in various governmental processes through postings on Bullhead City's web and Facebook sites.
- Actively enforce nuisance and sign regulations.
- Continue discussions with the Bureau of Reclamation, Mohave County, National Park Service about completing the Colorado River Heritage Greenway Trail on the Arizona side of the River.
- Work with National Park Service to obtain permission to landscape the northeast corner of the Bullhead Parkway and Highway 95. Include a flagstone sign in the project.
- Beautify and landscape locations along Highway 95 from south of the Matador Welcome sign to Bullhead Community Park.
- Update the Bullhead City General Plan for 2016.
- Complete a beautification project at Highway 95 and Corwin Road.
- Continue to improve public infrastructure (parks, roads, sewers, trails, etc.).
- Improve aesthetics within community.
- Begin the planning process for Gary Keith Park.
- Plan for splash pad at Rotary Park.
- Place exercise equipment in Rotary Park.
- Continue to educate the community and expand recycling program to multiple family and commercial uses that are not currently recycling.



Long-Term Goals 2016–2023

- Continue working with the Bureau of Reclamation, Mohave County, National Park Service to complete the Colorado River Heritage Greenway Trail on the Arizona side of the River.
- Continue discussions with the National Park Service to improve Highway 95 at the north end of the Bullhead Parkway to obtain permission to improve and landscape the area.
- Apply for transportation enhancement grant through ADOT for further beautification along Highway 95.
- Begin construction of phased improvements to Gary Keith Park.
- Construct a splash pad in Rotary Park.



Cultural and Intellectual Amenities

Through the many discussions by the Strategic Planning Team another category emerged that will address the addition of cultural, intellectual, and recreational improvements to the City.

Completed 2014-2015 Goals

- Became a Read on Arizona Community.
- Discussed the possibility of distributing books during the Legacy Foundation's Backpack Buddies program.
- Formed a Committee to research and address homeless issues in the community.
- Coordinated our homeless efforts with the Interagency Council.

Short-Term Goals 2015-2016

- Create a Veteran's Treatment Court.
- Plan for and hold a Street Expo/Fair event.
- Support the School Districts' Out-of-the-Box program.
- Continue to promote literacy through the Read on Arizona program.
- Work with the Legacy Foundation to include distribution of books during the Backpack Buddies program.
- Work with the Interagency Council to assist the homeless in the community.
- Relocate the Little Red School House to the Cultural Center in Bullhead City Community Park.
- Support the Young Entrepreneurs program.

Long-Term Goals 2016-2023

- Encourage Mohave Community College to create college classes related to the hospitality industry.
- Coordinate a community lecture series with MCC.