

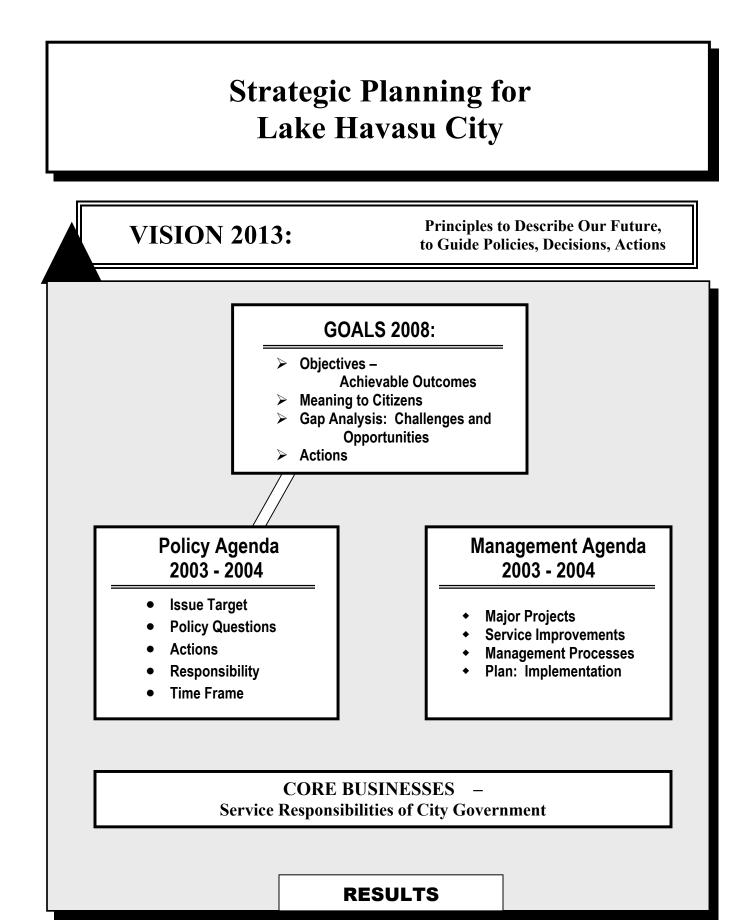
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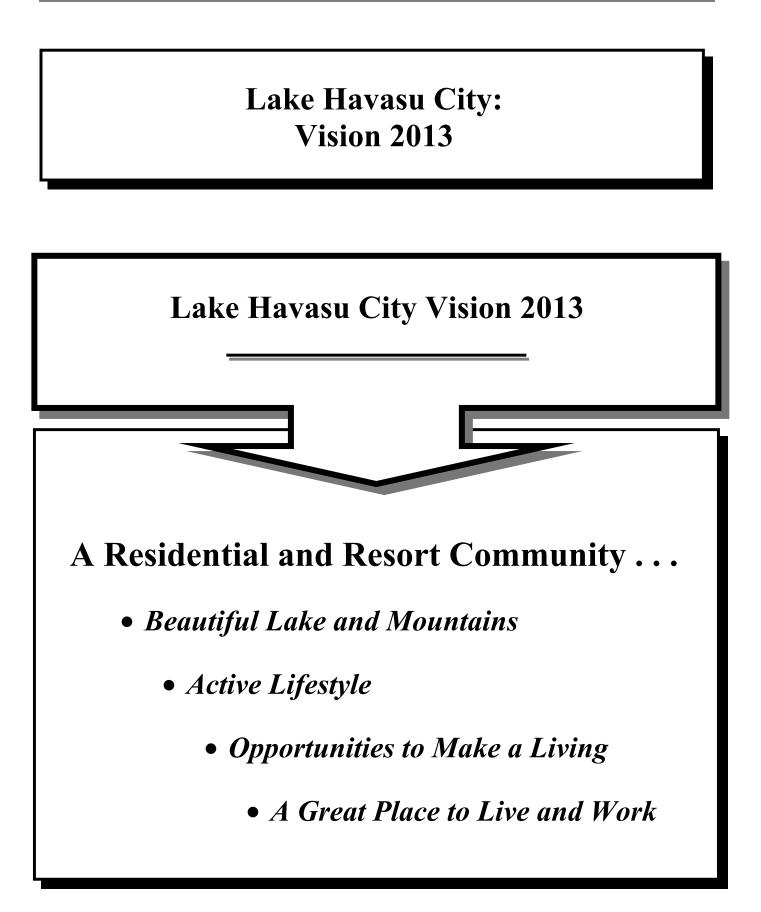
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# Lake Havasu City Vision 2013: Principles to Guide the Future

1<sup>st</sup> Class Resort Destination: Strong Tourism, Repeat Guests

**People Feeling Safe and Secure** 

Strong Partnership between City Government and the Community

Quality of Lake: Clean, Accessible

Financially Healthy City Government Supporting Sustainable City Services

**Diverse Local Economy: Tourism, Retail, Industrial** 

Quality City Infrastructure and Facilities: Well Built, Well Maintained

Quality Retail Opportunities Serving the Colorado River Regional Basin

**Range of Recreational Opportunities and Choices** 

### **PRINCIPLE 1:**

## 1<sup>ST</sup> CLASS RESORT DESTINATION: STRONG TOURISM, REPEAT GUESTS

#### ► Means

- 1. Capacity to Host Conventions
- 2. Island Developed as a "Resort" Area
- 3. 1<sup>st</sup> Class Resort Hotel Development(s): Guests and Residents
- 4. Tourism Beyond the Lake Diverse Events and Activities
- 5. Year-Round Tourism
- 6. More Golf Course Development

## PRINCIPLE 2: PEOPLE FEELING SAFE AND SECURE

#### ► Means

- 1. Walking the Community
- 2. Quick Response to an Emergency
- 3. Feeling of Well Being
- 4. Prepared for Potential Disasters
- 5. Confidence in City's Response

### **PRINCIPLE 3:**

## STRONG PARTNERSHIP BETWEEN CITY GOVERNMENT AND THE COMMUNITY

#### Means

- 1. Appropriate Methods: Seeking Citizen Input and Involved in Governance Process
- 2. Broader Base Involvement in City Government
- 3. Active City Involvement in the Community
- 4. Well Informed Citizens: Better Understanding of City Services, Programs, Issues
- 5. Open City Government: Reputation
- 6. Effective Use of Boards, Commissions and Task Forces

## **PRINCIPLE 4:**

## QUALITY OF LAKE: CLEAN, ACCESSIBLE

#### Means

- 1. Lake Accessible for Variety of Uses: Boating, Fishing, Personal Water Craft, Parks and Paths
- 2. Clean Lake Water
- 3. Preserving the Shoreline
- 4. Boating: Marina, Use
- 5. Attractive, Clean Shoreline
- 6. "0" Tolerance for Nuisance or Inappropriate Behavior in Channel

## FINANCIALLY HEALTHY CITY GOVERNMENT SUPPORTING SUSTAINABLE CITY SERVICES

#### Means

**PRINCIPLE 5:** 

- 1. Strong Bond Rating
- 2. Adequate Reserves
- 3. Service Provided in Most Cost-Effective Manner
- 4. Projects Supporting Growth are Self-Funded
- 5. City Functioning as a "Service Business"
- 6. Services Generating Revenues, More Self-Sustaining
- 7. City Services within Available City Resources

# PRINCIPLE 6: DIVERSE LOCAL ECONOMY: TOURISM, RETAIL, INDUSTRIAL

#### Means

- 1. Quality Jobs with Reasonable Wages
- 2. Airport Business Park Development through Private and Public Partnering
- 3. Land Available for Industrial Development
- 4. Balanced Economy: Tourism; Retail; Light, Clean Manufacturing
- 5. City Incentives (Case by Case Basis)
- 6. More Diverse, Strong Tax Base

### **PRINCIPLE 7:**

## QUALITY CITY INFRASTRUCTURE AND FACILITIES: WELL BUILT, WELL MAINTAINED

#### ► Means

- 1. Water Quality Supply and Distribution System
- 2. Effective Wastewater Collection and Treatment
- 3. Quality Streets and Roads
- 4. Well Maintained City Hall, Police Station and Fire Stations
- 5. Well Maintained Parks and Trails
- 6. Infrastructure Planned for Growth and Development

## PRINCIPLE 8:

# QUALITY RETAIL OPPORTUNITIES SERVING THE COLORADO RIVER REGIONAL BASIN

#### Means

- 1. Minimum Retail Leakage Keeping Sales Tax Home: Luxury Cars; Men's and Women's Clothing and Fine Jewelry
- 2. Major Retail Mall Development
- 3. Quality Choice of Restaurants
- 4. "Big Box" Type of Development Full Service Retail
- 5. Attracting Retail Shoppers

**PRINCIPLE 9:** 

# RANGE OF RECREATIONAL OPPORTUNITIES AND CHOICES

#### Means

- 1. Partnering with Community Organization for Recreation Programs
- Development of More Parks Increasing Acreage; Protect Mountain Preserves and Open Space
- 3. Maximum Use of Sara Park: Community Activities
- 4. Expanded Recreational Programming: All Ages
- 5. Quality Ball Fields: Leagues, Tournament
- 6. Places to Support Family Activities

# Lake Havasu City: Goals 2008

**Financially Sound City Government** 

**Strong, Diversified Local Economy** 

**Blue Lake, Beautiful Mountains** 

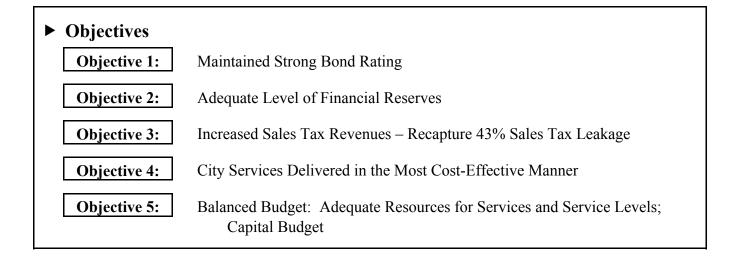
1<sup>st</sup> Class Resort Development

**Effective Utility System** 

Safe and Clean Community



## FINANCIALLY SOUND CITY GOVERNMENT



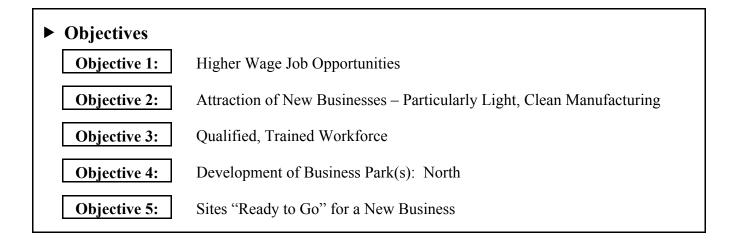
#### Means to a Citizen

- 1. Value for the Tax Dollars
- 2. Growth Paying for Growth
- 3. Resources for Future Capital Projects
- 4. Responsible Spending by Mayor and City Council
- 5. Affordable City Services
- 6. City is Running More Like a Business

- 1. "Big Box" Attraction Strategy
- 2. Mall Development
- 3. Meet and Confer Policy Direction
- 4. Service Plans: City and Departments Development
- 5. CIP: Project Priority and Financial Strategy
- 6. State Lobbying: City Financial Issues
- 7. Retiree Health Insurance: Policy Direction on Cost Containment



## STRONG, DIVERSIFIED LOCAL ECONOMY



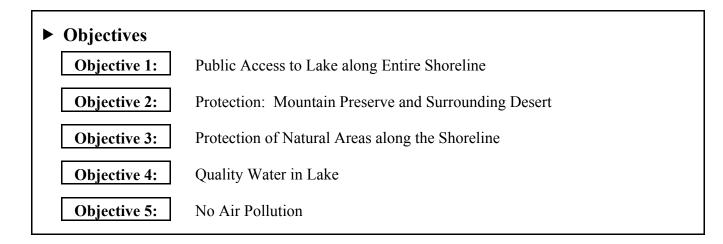
#### Means to a Citizen

- 1. More Jobs in Town Ability to Work in Lake Havasu City
- 2. Opportunities to Develop and to Grow Your Own Business
- 3. Insulation from Economic Swings Due to Diversity of Businesses
- 4. Your Children Have a Choice to Return/Or to Stay Home
- 5. Higher Wage Jobs, Increased Personal Income

- 1. Airport Business Park: Development
- 2. PED: Evaluation and Direction
- 3. Business Attraction: Strategy with Action Plan
- 4. Support Higher Education Expansion: 4-Year Institution, 2 + 2, Vocational Training
- 5. Improved Air Service: Strategy
- 6. New Communication System Utilization



## **BLUE LAKE, BEAUTIFUL MOUNTAINS**



#### Means to a Citizen

- 1. Free Public Access to Shoreline
- 2. Survival: Wildlife
- 3. Beautiful Vistas: Lake, Mountains
- 4. Safe, Clean Water
- 5. Recreational Use of Lake, Mountains, Desert

- 1. BLM/State Lands: Meetings
- 2. Shoreline Acquisition Program
- 3. North/South Traffic Flow: Arterials
- 4. Open Space and Land Acquisition: Policy, Action Plan
- 5. SARA Park Development: Master Plan
- 6. Stormwater Management: Policy, Plan
- 7. Mainland Marina Development

**1ST CLASS RESORT DEVELOPMENT** 



#### Means to a Citizen

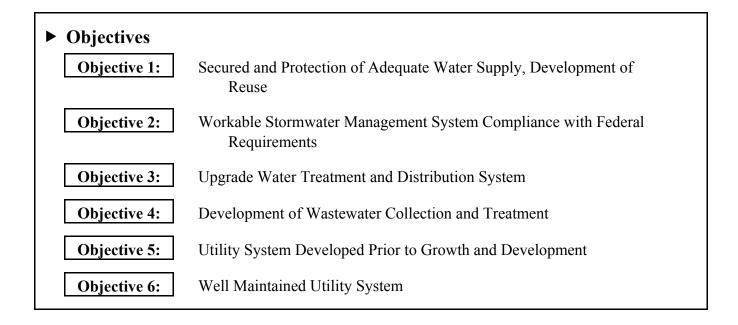
GOAL 4:

- 1. Support Strong Economy and Business Attraction
- 2. Business and Job Opportunities
- 3. Amenities for Residents to Enjoy in their Leisure Time
- 4. Community Pride
- 5. Supports Our Lifestyle

- 1. Resort Development: Recruitment Program
- 2. Convention Center: Evaluation and Direction
- 3. Golf Course(s) Development
- 4. Master Plan for Island
- 5. State Lands: Planning Relationship and Issues Direction

## GOAL 5:

## **EFFECTIVE UTILITY SYSTEM**



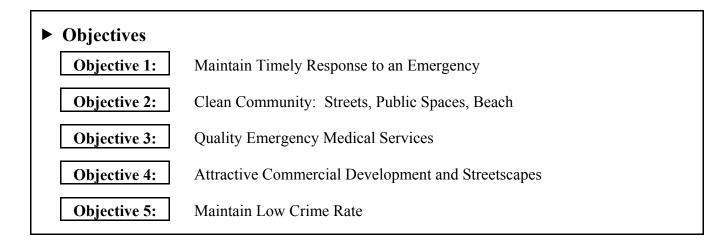
#### Means to a Citizen

- 1. Reliable Water Turn on Quality, Safe Water
- 2. Reliable Wastewater Treatment
- 3. Protection of Lake Havasu Water Quality, Color
- 4. Reliable Utility Service

- 1. Sewer Project Management and Treatment Plant Design
- 2. Reuse Plan: Funding
- 3. Water Allocations: Protect Current, New
- 4. Water System: Upgrade Projects, Rate Direction
- 5. Annexation Agreements: Policy, Use
- 6. CRRSCO: Participation and Lobbying
- 7. Electric Utilities Monitoring



## SAFE AND CLEAN COMMUNITY



#### Means to a Citizen

- 1. Peace of Mind
- 2. Pride in Community Appearance
- 3. Confidence in Emergency Response by City
- 4. Community Looks Good
- 5. Families Feel Welcome

- 1. Sidewalk Policy: Review and Direction
- 2. Bridgewater Channel: Actions
- 3. North Corridor Fire Station: Site, Planning

# City Government: Core Businesses

**Protect Citizen Safety and Security** 

**Operate Water and Sewer Systems** 

**Manage Growth and Development** 

Provide Variety of Leisure Facilities and Programs for All Ages

**Support Economic Expansion and Vitality** 

# **Service Improvements**



- 2. Water Conservation Plan
- 3. Fire Station (North)
- 4. Stormwater Management
- 5. Sewer Project Management and Treatment Plant
- 6. North Park

# Action Agenda 2003

## **POLICY AGENDA 2003**

## **TOP PRIORITY**

- **\*\*\*** Mall Development
- **\*\*\*** Water Allocation: Protect Current, New Direction
- **\*\*\*** Airport Business Park: Development
- **\*\*\*** PED: Evaluation and Direction
- **\*\*\*** "Big Box" Attraction Strategy
- **\*\*\*** Resort Development on Island: Recruitment Program

## **HIGH PRIORITY**

- **\*\*** Business Attraction: Strategy with Action Plan
- **\*\*** North/South Traffic Flow: Direction
- **\*\*** SARA Park Development: Master Plan
- **\*\*** State Land(s): Relationship and Issues Direction
- **\*\*** Golf Course(s) Development
- **\*\*** Annexations Agreement: Policy, Use

## Action Agenda 2003 (continued)

## POLICY AGENDA 2003 (continued)

## **MODERATE PRIORITY**

- **\*** CIP: Projects Priority and Financial Strategy
- \* Open Space and Land Acquisition: Policy, Action Plan
- **\*** Reuse Plan and Funding

## Management Agenda 2003

- 1. Service Plans for City and Departments
- 2. State Lobbying: City Financial Issues
- 3. Improved Air Service
- 4. New Communication System: Utilization
- 5. BLM Partnership
- 6. Stormwater Management: Policy, Plan
- 7. Shoreline Access Protection and Acquisition
- 8. Mainland Marina: Development
- 9. Sewer Project Management and Treatment Plant Design
- 10. Electric Utility: Monitoring
- 11. Fire Station (North): Site, Planning
- 12. Zoning Code: Update
- 13. Water Conservation Plan
- 14. North Park Site and Development
- 15. Body Beach: Acquisition
- 16. Campbell Cove Acquisition
- 17. Water System: Upgrade Projects and Rate Policy
- 18. Sidewalk Policy: Review and Direction (Core Area)
- 19. Bridgewater Channel: CO; Behavioral Problems
- 20. Development Service Enhancement
- 21. E-Government: Action Plan