

# STRATEGIC PRIORITIES

The following strategic priorities require special focus by the City in the next fifteen years. In order to move McMinnville toward its Vision, the City believes it will need to make disproportionate investments in time and financial resources in these areas.



## CITY GOVERNMENT CAPACITY

**Strengthen the City's ability to prioritize & deliver municipal services with discipline and focus.**



## CIVIC LEADERSHIP

**Encourage a variety of leadership development opportunities to foster a culture of civic pride & involvement.**



## COMMUNITY SAFETY & RESILIENCY

**Proactively plan for & responsively maintain a safe & resilient community.**



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## ECONOMIC PROSPERITY

**Provide economic opportunity for all residents through sustainable growth across a balanced array of traditional and innovative industry sectors.**



## ENGAGEMENT & INCLUSION

**Create a culture of acceptance & mutual respect that acknowledges differences & strives for equity.**



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## GROWTH & DEVELOPMENT CHARACTER

Guide growth & development strategically, responsively & responsibly to enhance our unique character.



## HOUSING OPPORTUNITIES (ACROSS THE INCOME SPECTRUM)

Create diverse housing opportunities that support great neighborhoods.



# COUNCIL PRIORITIES

- Increasing workforce housing
- Addressing camping within the community's quality of life standards
- Ensuring diverse and affordable housing options



## COUNCIL PRIORITY ACTION ITEMS

- A-1a. Strategically participate in local and regional partnerships
- A-3e. Right-Size Services: Address insufficient resources by finding new sustainable funding sources
- G-2c. Housing strategy (May 2019) renew every 10 years



# REVENUE SOURCES

- Wastewater Franchise Fee – ~\$500,000, adopted and not currently allocated for expenditure.
- Transient Lodging Tax – ~\$375,000, allocated to existing General Fund services.
- Other sources to be evaluated and considered.



## TLT – PROPORTIONAL SHARE

- Police – \$137,063 (36.3%)
- Fire – \$61,470 (16.3%)
- Park & Recreation – \$47,713 (12.7%)
- All Other – \$130,953 (34.7%)



# EXPENDITURE OPTIONS

## Affordable Housing Task Force Recommendations

- Leverage for gap financing for affordable housing projects
- Annual Competitive process for affordable housing development projects
- Support private development of affordable housing
- Land banking
- Fund Regional Coordinator





# EXPENDITURE OPTIONS

## Recent City Actions – Potential Costs

- Vehicle Towing/Storage
- Facility Costs (i.e. restrooms, garbage, enforcement, clean-up)
- Storage of belongings
- Legal defense



# EXPENDITURE OPTIONS

## Additional Options

- Support or Expansion of existing General Fund Services
- Stabilizing the General Fund Reserves
- Address Capital Improvement Needs (Facilities)



# Questions?

