

FOR IMMEDIATE RELEASE

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CITY COUNCIL ADOPTS STRATEGIC GOALS FOR UPCOMING FISCAL YEAR

GLENDALE, Ariz. – The Glendale City Council has set its priorities for the upcoming 2010-11 fiscal year.

The Council approved its new strategic goals and key objectives for the fiscal year that begins July 1 at its meeting on Tuesday (June 8). The goals and objectives were developed at the Council's goal review and strategic planning retreat last December.

The goals and objectives are:

ONE COMMUNITY THAT IS FISCALLY SOUND

Key Objectives for 2010-11

- Recognize that the economic challenges all communities are facing will impact Glendale in some manner and communicate effectively with the public regarding those implications and the city's response.
- Continue to inform and engage City Council early in the financial decision-making process to assure that the policy level perspective is included in the initial formation of budget options.
- Make efforts to assure that service levels are minimally impacted by financial limitations.
- Set goals that conservatively reflect the fiscal limitations in the economic environment.
- Establish a foundation to enhance fiscal strength through quality economic development and establishing a plan for vibrancy in the city center as noted in other objectives that follow.

ONE COMMUNITY WITH STRONG NEIGHBORHOODS

Key Objectives for 2010-11

- Be proactive in code enforcement to improve neighborhood appearance.
- Develop and apply innovative approaches to support neighborhoods and encourage neighborhoods to do the same.

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Home
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Best Hometown
Festivals

Home
of the
NHL Coyotes,
Arizona
Cardinals and
Fiesta Bowl

Home
of Luke AFB,
the largest F-16
training base
in the world

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Council priorities/add 1-1-1

- Encourage neighborhoods to take ownership for improvements and to be part of the solution in difficult economic times.
- Increase neighborhood involvement by educating residents to take active responsibility for their neighborhoods by strengthening neighborhood watches, working in concert with Code Compliance and establishing beneficial partnerships.
- Share success stories with City Council and public as staff interacts with neighborhoods and neighborhoods take on responsibility.

ONE COMMUNITY COMMITTED TO PUBLIC SAFETY

Key Objectives for 2010-11

- Continue the innovative and collaborative approach to assuring that Glendale is a safe community.
- Work in partnership with the neighborhood strengthening effort and local businesses to ensure that Glendale is a safe community.
- Communicate successes to illustrate that Glendale neighborhoods are safe.

ONE COMMUNITY WITH QUALITY ECONOMIC DEVELOPMENT

Key Objectives for 2010-11

- Identify and pursue business sectors that may be most valuable to the economic development strategy for Glendale.
- Apply innovative approaches to development efforts, being willing to consider unique possibilities when they “fit” Glendale.
- Retain and expand local small business as a foundation for community economic development.
- Focus on opportunities that increase business locations that will improve salary levels and job quality.
- City becomes a catalyst in forming an alliance with other communities and stakeholders regarding investment/incentive issues related to economic development.

ONE COMMUNITY WITH A VIBRANT CITY CENTER

Key Objectives for 2010-11

- Continue the process of identifying the possibilities for Glendale Centerline and develop policies and support systems to encourage development.
- Continue to focus on the Glendale Centerline to take advantage of current opportunities and prepare for an improved economy.
- Be attentive to the connections between this objective and the previous three. They must work in unison to be successful.
- Strengthen the public perception of downtown Glendale.
- Identify ways the city can catalyze a strong downtown business district with its own business leadership organization.
- Develop a strategy to encourage and retain viable retail businesses.

Council priorities/add 2-2-2

ONE COMMUNITY WITH AN ACTIVE PARTNERSHIP WITH LUKE AIR FORCE BASE

Key Objectives for 2010-11

- Continue to create opportunities to strengthen connection and shared experiences with base leadership.
- Continue efforts to ensure federal and state support for Luke Air Force Base by building strong relationships and by enhancing lobbying efforts.
- Seek opportunities to inform the public regarding the role played by Glendale in support of Luke AFB to both illustrate the level of commitment and encourage positive public support of Luke AFB.
- Maintain the process to meet the base's needs quickly.

ONE COMMUNITY WITH HIGH-QUALITY SERVICES FOR CITIZENS

Key Objectives for 2010-11

- Continue to apply the organizational creativity and commitment to innovation that was so effective in the past two years.

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