



Town of Wickenburg

Strategic Plan 2016





Acknowledgements

Town Council

John H. Cook, Mayor

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Chris Band, Councilmember

Kelly Blunt, Councilmember

Sam Crissman, Councilmember

Ruben Madrid, Councilmember

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Management Team

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Les Brown, Police Chief

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Rosa Garcia-Marquez, Court Administrator

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Vince Lorefice, Public Works Director

Ed Temerowski, Fire Chief

Stephanie Wojcik, Finance Director

Cover Photo: *Protecting the Past, Embracing the Future* by Charles Scrofan, Jr.



Town of Wickenburg

Mission Statement

The mission of the Town of Wickenburg is to provide excellent customer service and a clean, safe and vibrant Western community for the benefit of all residents, businesses and visitors.

Vision Statement

Wickenburg will be known as the best Western town in Arizona and one of America's best places to live, raise a family, do business and enjoy an outdoor lifestyle.

Guiding Principles

The Town of Wickenburg...

welcomes new opportunities while respecting history.

seeks to engage and build trust with its citizens.

plans and invests for the future.

is an organization that strives for excellence.

Priority Areas

Economic Development

Downtown

Public Safety

Youth & Families

Natural Resources & Recreation



Economic Development

GOAL: Make Wickenburg a destination for business.

Objective #1: Make it easy for businesses to locate and thrive in Wickenburg.

Initiatives:

- Partner with financial institutions, nonprofit entities, and other government agencies to create a menu of options for small business financing.
- Make strategic infrastructure investments that are directly tied to economic development opportunities through partnerships with key stakeholders.
- Identify and pursue options for financing needed telecommunications improvements in partnership with private providers.
- Support workforce development efforts that enable Wickenburg employers to attract and retain top talent, especially in partnership with Arizona@Work: Maricopa County, West-MEC, and the Wickenburg School District.
- Partner with transit providers to broaden options for commuters and visitors to get to Wickenburg.

Objective #2: Strengthen partnerships and communication between the Town and the local business community.

Initiatives:

- Increase the frequency of two-way communication among the Town, economic development organizations, and local businesses, including updates on new policies and resources and surveys to determine business needs.



- By all means available, promote Wickenburg as a destination for outstanding arts and cultural amenities, special events, equestrian activities, and healthcare services and careers.
- Identify options for funding full-time staff focused on economic development, marketing, communications, and special events.

Objective #3: Promote sustainable growth of the community while maintaining its high aesthetic value.

Initiatives:

- Pursue annexations along major highway corridors and in areas that add value and future economic potential, keeping in mind future service costs and infrastructure needs.
- Actively engage in Interstate 11 corridor visioning and ensure plans are in place to support necessary annexations and economic development.
- Ensure all entry points to Wickenburg are aesthetically pleasing and include appropriate functional and directional signage.

Downtown

Goal: Create a unique sense of place, energy and excitement in downtown Wickenburg.

Objective #1: Continue investment in infrastructure, planning and aesthetic elements throughout the downtown area.

Initiatives:

- Adopt regulations that recognize the unique nature of downtown structures and encourage businesses to occupy them while maintaining high aesthetic design standards that promote Western culture.
- Research, plan and implement parking improvements that maximize the use of space and allow visitors easy access to downtown points of interest.
- Eliminate unused, underused, and blighted property in the downtown area through cooperation with property owners and economic development organizations and by regulatory means, where necessary.
- Solicit creative proposals for downtown redevelopment opportunities, including more lodging and event space options.

Objective #2: Create a constant stream of activity in the downtown area.

Initiatives:

- Support Wickenburg's expanding reputation as a destination for arts and cultural activities by increasing their presence and the overall number of events downtown.
- Encourage arts, dining, and retail businesses from other areas of Arizona to consider downtown Wickenburg for future expansion, including through flexibility in Town codes, where necessary.

Public Safety

Goal: Establish Wickenburg as a safe, family-friendly community by consistently providing one of the best public safety systems in Arizona.

Objective #1: Enhance the visibility and accessibility of Wickenburg's public safety and criminal justice departments and services.

Initiatives:

- Provide regular updates to the Town Council, civic organizations, neighborhood groups, and businesses about department activities, accomplishments, and trends.
- Expand the frequency and scope of interactions with Wickenburg's schools to promote safe campuses and career options, including through Fire and Police Explorer programs.

Objective #2: Provide the necessary tools to strengthen Wickenburg's public safety operations and prepare for future population growth.

Initiatives:

- Continue efforts to modernize facilities, communications, and technology infrastructure and develop capital replacement plans to ensure resources remain current.
- Develop local regulations, adopt appropriate industry standards, and allocate adequate financial resources to effectively deal with property maintenance issues, especially repeat offenders and blight.
- Address traffic enforcement through creative deployment of personnel, resources, and technology.

Youth & Families

Goal: Create a friendly atmosphere that encourages families to locate in the community.

Objective #1: Enhance Wickenburg's appeal as a multigenerational community with facilities, programs, and services that attract all age groups.

Initiatives:

- Leverage the Wickenburg Public Library & Learning Center as a downtown destination for educational programming, including partnerships with higher education institutions and "lifelong learning" opportunities.

Objective #2: Ensure that new development meets the Town's goal of becoming a destination for youth and families.

Initiatives:

- Seek partnerships and opportunities to address the need for workforce-level housing, especially options for teachers and other public servants.
- As appropriate, adopt regulations that require new development to include family and recreational amenities such as parks, playgrounds, schools, paths, trails, and open space.

Objective #3: Strengthen partnerships among service providers in the Wickenburg area to ensure that all youth have an opportunity to engage in age-appropriate recreational and educational programming.

Initiatives:

- Engage existing youth groups, especially the Town’s Youth Commission, to gain program ideas and promote current Town-sponsored activities.
- Collaborate with area nonprofit organizations, schools, and service clubs to ensure that all youth have the opportunity to participate in Town recreational programs, regardless of their financial resources.



Natural Resources & Recreation

Goal: Establish outdoor recreation and natural resource preservation as hallmarks of the community.

Objective #1: Preserve, enhance, and promote Wickenburg's natural and recreational resources.

Initiatives:

- Ensure Wickenburg's long-term water availability through the study of existing resources and pursuit of new opportunities.
- Emphasize connectivity in long-range planning to promote safety and recreation, including sidewalks, crosswalks, multiuse paths, and trails.
- Produce marketing materials, including a community guide, highlighting Wickenburg as a destination for outdoor recreation and equestrian activities.
- Pursue opportunities to reduce the Town's consumption of finite resources and make use of new technologies for energy efficiency.

Objective #2: Leverage public and private partnerships to develop and manage natural and recreational assets.

Initiatives:

- Partner with other governmental and nonprofit entities to develop management plans for outdoor recreation within and around Wickenburg and ensure that natural resource areas remain open for public use.

