

CITY OF FRANKENMUTH

Action Plan *

2003-2004

GOAL ONE:

STRENGTHEN AND DIVERSIFY THE ECONOMY

<i>Action Strategies</i>	<i>Tasks/Measures of Accomplishment</i>	<i>Who/When</i>
1. Conduct a business recruitment effort and market Frankenmuth as a location for development		EDC, DDA, Council possibly the Chamber of Commerce City Manager, DDA Director
a. Build/develop the business park 1. Complete marketing plan for park 2. Aggressively recruit desired businesses	Identify target markets for promoting the business park	
b. Bring the community together to define/ identify what is unique about Frankenmuth and use as a strategy to "sell" the community	Complete collaborative process	Would the Chamber serve as a "host" for such a community wide process?
c. Identify in a collaborative fashion what types of businesses we want to attract and use in recruiting	Complete collaborative process	
d. Identify ideas for possible new businesses that complement community: e.g., arts and crafts supplies, leaded glass		
e. Advertise water and sewer capacity in our promotional efforts		
f. "Proclaim our Beauty" in marketing effort		
g. Identify vacant parcels for possible development in promotional materials		

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h. Incorporate tax abatement policy in promotional materials	Identify our weaknesses - what kind of businesses can we attract?	EDC, DDA
i. Target tourism opportunities and advertise existing tourism; "build on our strength"	Promotional materials completed and utilized in marketing campaign on an ongoing basis	EDC, DDA, Planning Commission Council
j. Develop promotional materials for use in recruiting		
2. Create infrastructure where appropriate to support new business development		
a. Identify specific areas for business recruitment and possible development	Specific sites identified, plans developed	
b. Prepare pre-engineering plans for infrastructure to support desired development		
c. Examine whether the DDA could/should fund some infrastructure costs to support development		
3. Re-evaluate the zoning of the developable area within the Urban Limit to accommodate desired businesses	Possible zone changes	City & Township Planning Commissions Council and Township Board
4. Develop a long-range Economic Development Plan consistent with the Master Plan	Plan prepared - need to allocate money to follow through	EDC, consultant (?) Council

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5. Continue policy of tax abatements a. Review policy statement b. Insure that businesses/developers are aware of policy	Identify completion date for review Include in promotional material	City Manager, Council
6. Work with Saginaw Future/State MEDC a. Identify a staff person to be liaison with Saginaw Future b. Report regularly to Manager and Council on meetings, opportunities	Invite Planning Commission to bi-weekly meeting with Council, EDC and DDA	City Manager
7. Insure coordinated efforts by DDA, EDC, and Planning Commission, keep on same page	Prepare report and presentation for Council, DDA, EDC and Planning Commission	Library Director (?)
9. Purchase property for development when it becomes available; subsidize site costs as needed to attract businesses	Identify desired sites Monitor sales listings Develop policy for subsidy	City Manager, Department Heads
10. Reduce the costs of doing business in the community	Review taxes and fees Review and streamline processes as necessary	
11. Strengthen working relationship between the City and businesses; be proactive	Establish mechanism for continuing contact	

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12. Maintain and improve the I-75 access corridor a. Identify specific strategies to be employed in improving access; e.g., highway interchange, purchase of development rights along corridor b. Examine feasibility of strategies c. Assign staff to monitor development	Strategic plan developed Staff assigned; periodic reports	City Manager, Planning Commission
13. Maximize grant opportunities; Encourage staff to identify and pursue appropriate grant opportunities	Number of applications filed/approved	City Manager, Department Heads

GOAL TWO:

PLAN FOR NEW AND REPLACEMENT INFRASTRUCTURE TO ACCOMMODATE THE COMMUNITY'S FUTURE

<i>Action Strategies</i>	<i>Tasks/Measures of Accomplishment</i>	<i>Who/When</i>
<p>1. Develop a Capital Improvements/ replacement Plan (CIP)</p>	<p>CIP Completed</p>	<p>City Manager, Department Heads Planning Commission, Council</p>
<p>a. Identify needs for maintenance, replacement and new infrastructure</p>		
<p>b. Schedule replacement/expansion</p>		
<p>c. Clarify the definition of infrastructure as we complete the CIP</p>		
<p>d. Insure newest technologies are included in CIP, such as high speed internet access and links to satellites</p>		
<p>e. Develop a financing plan and levy fees or charges accordingly</p>		
<p>2. Develop pre-engineering plans for the developable land within the urban development zone to better anticipate how the city can serve currently undeveloped areas</p>	<p>Identify specific areas where development might be encouraged</p>	<p>City Manager, Department Heads Planning Commission, Council</p>
	<p>Complete pre-engineering plans</p>	
<p>3. Connect trails/paths on bridges and dike to permit pedestrian movement through the community</p>	<p>Prepare plan for trail Seek funding opportunities Incorporate in development plans</p>	<p>DDA, Parks & Recreation, Council</p>

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<p>4. Complete a feasibility study to identify approaches to addressing the congestion in the main corridor</p>		
<p>a. Assign staff or commission to develop alternatives</p>		
<p>b. Maintain continuing contact with County and MDOT</p>		
<p>c. Engage the community in a discussion concerning possible alternatives and pros and cons</p>		
<p>5. Examine the feasibility of supporting infrastructure maintenance and replacement through the use of special sinking fund levy</p>	<p>Conduct feasibility study and report to Council; determine what other communities have done</p>	<p>This will necessitate a collaborative process involving the City Manager, Council, Planning Commission, Police Chief, EDC, DDA</p>
<p>6. Tie new projects or plans with elements of existing projects; e.g., consider the addition of a fish ladder to the dam improvement, and pursue grant support</p>		
<p>7. Consider a contract for continuing engineering services to the city rather than on a project basis, examining pros and cons of alternative approaches</p>	<p>Complete study Report to Council</p>	<p>City Manager, Council</p>
<p>8. Evaluate rates charged for services such as water and sewer to include depreciation</p>	<p>Complete fee analysis Set fees accordingly</p>	<p>Department Heads, Manager, Council</p>

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9. Reiterate current plan requirements and policies; e.g., do we continue to require sidewalks and curbs and gutters? How do we accommodate those requirements as development occur?	Address in plan approval process	Planning Commission, Council
10. Examine whether there are opportunities for savings with privatization of infrastructure development	Determine cost savings	City Manager
11. Develop plans for more fully utilizing waste treatment plant capacity	Plan prepared and marketed	Department Head
<ul style="list-style-type: none"> a. Develop plan for marketing excess capacity of plant b. Utilize in promotional materials 	Plan prepared and marketed	Department Head
12. Educate citizens and staff on inner workings of infrastructure, make sure that people understand costs, need for maintenance and replacement	<ul style="list-style-type: none"> Tour developed, marketed and implemented Brochure prepared 	Department Heads
<ul style="list-style-type: none"> a. Prepare and conduct tour program at water and sewer treatment plant b. Prepare for distribution a brief brochure describing city infrastructure, costs, etc. 	<ul style="list-style-type: none"> Tour developed, marketed and implemented Brochure prepared 	Department Heads
13. Support a move toward a Library District	Council Resolution	Council

GOAL THREE:

**CONTINUE TO STRENGTHEN RELATIONSHIPS WITH NEIGHBORS
ADDRESS MUTUAL PROBLEMS AND STRENGTHEN THE LARGER COMMUNITY**

<i>Action Strategies</i>	<i>Tasks/Measures of Accomplishment</i>	<i>Who/When</i>
1. Continue joint annual meetings of City and Township Planning Commissions		City, Township Planning Commissions
2. Hold meetings to create opportunities for a joint dialogue between City Council and the Township Board as critical issues arise		City Council, Township Board
3. Hold an annual joint meeting of City Council, and Township and School Boards		City Council, Township and School Board
4. Include a township representative on EDC, Parks and Recreation Commission, Transportation Advisory Committee		

*** Strategies in BOLD print are those identified as highest priority within each Goal.**