



CITY OF HASTINGS STRATEGIC PRIORITIES

2021-2023

During the past few months, the City Council and senior staff have met in a series of facilitated work sessions to help City leadership work together on key initiatives over the next 12-18 months. This initial planning wrapped up in July 2021, but the plan will continue to evolve over the next year as initiatives are completed and others are added. The City Council has established four strategic priorities with initiatives for each. As work advances on these initiatives, the City will provide regular progress reports.

1. PEOPLE, PROCESSES, INFRASTRUCTURE & FINANCE

- Develop a multi-year financial model to improve planning and long-term stability for the City.
- Enhance diversity, equity and inclusion in City processes and operations and continue to improve Hastings as a welcoming community for all.



2. COMMUNITY IMAGE & PUBLIC ENGAGEMENT



- Develop a strategic communications plan that shares Hastings' story with multiple and diverse audiences.
- Find new funding streams to stimulate tourism in collaboration with Tourism Bureau/Chamber of Commerce. This initiative includes leveraging partnerships and maximizing return on investment.

3. PARKS & PUBLIC SPACES

- Improve beautification and maintenance of parks and public spaces.
- Assure enhancements to the TH 61 (Vermillion Street) are consistent with the goals and measures of the Council-adopted Vermillion Street Corridor Plan.
- Pursue projects for Lake Rebecca and Lake Isabel Parks, contingent upon pending funding proposals.



4. HOUSING & ECONOMIC DEVELOPMENT



- Explore the feasibility of a special taxing district as a mechanism for enhanced services in the downtown area.

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