

## Hickory City Council FY22-FY23 Goals and Objectives

### Strategic Priority: Population Growth & Economic Development

1. Bond Projects
  - A. Begin construction or continue construction on unfinished bond projects and Hickory Trail segments.
  - B. Establish development opportunities along the Hickory Trail System and work toward the goals set forth in the Hickory Trail Report.
  - C. Consider next steps for the creation of additional amenities after the bond projects' completion.
2. Promote Economic Development and Jobs
  - A. Continue pursuing development partnerships and opportunities for high-tech manufacturing at Trivium Corporate Center and its expansion at Trivium East.
  - B. Encourage corporate headquarter recruitment and industrial park growth.
  - C. Continue marketing the remaining City owned industrial properties.
  - D. Continue the utilization of Vacant Building Revitalization and Brownfield Grants to improve blighted properties and redevelop obsolete manufacturing facilities.
  - E. Utilize NCWorks and other career-based initiatives to promote local employment opportunities.
3. Encourage Development of Additional Housing
  - A. Consider partnerships and policies to help encourage the construction of new housing, both market-rate and affordable, to help alleviate the currently low housing stock.
  - B. Continue to build upon the Hickory Affordable Housing Initiative, utilizing city owned properties to create affordable housing for low-income households.
  - C. Pursue single-family home ownership opportunities in strategic locations to help stabilize distressed neighborhoods including partnerships with non-profit housing groups such as Habitat for Humanity.

### Strategic Priority: Infrastructure

1. Improve Transportation
  - A. Pursue enhancements to Hickory Regional Airport to attract additional aircraft, including the resurgence of commercial air service.
  - B. Work with NCDOT and the MPO to develop other projects benefiting Hickory.
  - C. Continue to partner with Greenway Public Transit system.
2. Leverage the City's Regional Utilities
  - A. Pursue new utility extensions and regional agreements to enhance the utility system's economy of scale.
  - B. Use the City's strength in water and sewer services as an economic development tool.

### Strategic Priority: Quality of Life

1. Provide a Safe Community for Residents and Visitors
  - A. Promote proactive public safety partnerships with citizens and neighborhood groups.
  - B. Support participation in the Law Enforcement Assisted Diversion (LEAD) program.
  - C. Support participation in Active Bystandership for Law Enforcement (ABLE) program.

# City Council Goals and Objectives



2. Offer High Quality Recreation and Cultural Opportunities
  - A. Complete construction of the City Walk and Riverwalk Bond Projects as recreational destinations for citizens and visitors.
  - B. Begin or complete construction of the other components of the Hickory Trail System (Historic Ridgeview Walk, O.L.L.E. Art Walk, Aviation Walk, and the Lenoir-Rhyne Boulevard Streetscape enhancements.)
  - C. Maintain public assets downtown to promote growth and create a unique downtown experience.
  - D. Focus efforts on expanding recreational opportunities through the Parks, Recreation & Sports Tourism Department along with partnerships with the Hickory Metro Convention & Visitors Bureau and other recreation partners in the community.
  - E. Continue partnership with Deidra Lackey family to complete design and begin construction of one-of-a-kind entertainment and cultural venue at Geitner Park.
  - F. Continue to implement the updated library strategic plan as possible within budget constraints.
  - G. Update Recreation Master Plan.
3. Protect the Natural Environment
  - A. Promote the Hickory Litter Quitter Campaign, which encourages residents to make a public commitment to refrain from littering.
  - B. Review single-stream recycling efforts to gauge effectiveness and make necessary modifications to improve efficiency.
  - C. In meeting the EPA NPDES Phase II federal storm water regulations, continue implementing stormwater best practices and complying with stormwater regulations.
  - D. Partner with other organizations (Reese Institute, Covekeepers, WaterWatch, Duke Energy, Catawba-Wataree Basin Advisory Commission) to promote policies and practices which protect the river, improve water quality, and protect our water supply.

## **Strategic Priority: Vision and Leadership**

1. Support and Promote Higher Education Opportunities
  - A. Work collaboratively with Lenoir-Rhyne University, Catawba Valley Community College, and Appalachian State University on initiatives and opportunities which would positively impact our community.
  - B. Pursue partnership with local high schools and CVCC to promote careers in the Hickory Fire Department.
2. Lead Regional Initiatives
  - A. Be the lead agency on regional economic development issues to adequately represent the hub of the population and workforce in the Metro area.
  - B. Participate on local and regional boards/committees to ensure City interests are preserved (i.e., WPCOG, EDC, MPO, NC Works, and Innovate Catawba).
  - C. Continue to lead the region in protecting and promoting the Catawba River Basin.
3. Promote City Priorities in the 2022-2023 Legislative Agenda to Federal and State Governments
  - A. Continue to monitor State and Federal legislative issues affecting the City.
  - B. Develop and promote state and national legislative priorities that are in the specific interest of the City of Hickory.

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## **Strategic Priority: Communication and Marketing**

1. Provide best practice quality communication on public information and city events to our residents.
2. Expand the City's marketing and recruitment efforts for economic development opportunities as well as workforce development and population growth.
3. Continue to market the City of Hickory "Life Well Crafted" Brand and partner with other entities to promote Hickory as a place to live, work and play.
4. Continue to offer and support interactive and innovative programs offered by the City, such as the Neighborhood College and the Citizens' Police and Fire Academies.