

	Primary Goal	Plan of Action	Update	Timeline for Start or Finish	Funding needed
1		Infrastructure			
1a	Wastewater	<ul style="list-style-type: none"> Sewer Plant Sewer Lines (Repairs sized to accommodate growth) 		Completion in summer 24 As Necessary	Millions
1b	Stormwater	<ul style="list-style-type: none"> Prioritize Long-term Projects Clear Annual Priorities for Staff Funding/Budgeting 		Summer of 24	Millions
1c	Water	<ul style="list-style-type: none"> Complete Planning and Bid for Water Tower US301S Create an action plan for the Water Plant 	Original Design Plan under Revision by DMP.	Maximum two years Need to prioritize progress for decision	\$3.5 Million Millions
1d	Street Improvements	<ul style="list-style-type: none"> Prioritize street repairs Allocate funding 		Follow approved SEPI Condition Study ongoing	\$300k per year to spend
1e	Private Property utility Issues	<ul style="list-style-type: none"> Finish Ordinance and Adopt Plan for implementation 		Summer of 24 to adoption	Time \$100,000
2		Public Relations			
2a	Improve Public Relations	<ul style="list-style-type: none"> Training for applicable employees Research PIO position Monthly Update of PR Activities Signage for Active City Projects – Public Works and Utilities 	In Staff Activity Reports	PIO position Budget Process Signage for City projects Summer 24	\$75,000 \$1,000

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2b	Regional Marketing Plan for Sports Events	<ul style="list-style-type: none"> • Communication with Local Businesses early when hosting Sporting Events • Reach out to sporting organizations (baseball, softball) to increase future travel ball events • Market to regional sporting organizations to host major events 		Creation of recreation marketing 24/25	\$10,000
3		City Hall Renovations			
		Construction Police Female Locker Room and Plumbing Repairs		24/25 budget year	\$100,000
4		Update UDO			
		<ul style="list-style-type: none"> • Text Amendments to correct typos and implement newer growth recommendation in land use plan • More focus on land use and growth issues during work sessions 		ongoing	Time
5		Business Recruitment and Investments			
		<ul style="list-style-type: none"> • Actively Recruit Businesses working in partnership with Downtown, the Chamber and Tourism • Market Plan for Business Recruitment • Create and Fund Incentive Programs for private sector investments specifically <i>for restaurants</i> (façade grants, permit fee reductions, etc.) 		Ongoing – participate with tourism efforts	\$50,000
				24/25 budget for incentive	\$25- \$50,000 year

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	<ul style="list-style-type: none"> Continue support and involvement with I95/I40 Alliance Research Electricity Accessibility for Food Trucks and Conforming Ordinance 		Annual Alliance dues	\$55,000	
			24/25 budget for extending electrical access	\$10-20,000	
6	Community Character and Beautification				
6a	Gateways	<ul style="list-style-type: none"> Work with NCDOT to add additional signage through I95 project Increase Code Enforcement efforts along gateways 		24/27 depending on I-95 project	\$250,000
			ongoing	Time	
6b	Wayfinding	<ul style="list-style-type: none"> Bid and proceed with Phase 1 Develop strategies and funding for future phases 		Spring of 2025 completion	\$250,000 budgeted
6c	Reuse of City-owned properties	Identify Issues and Create Action Plan/Updating Council regularly	Discussion Underway with Travel & Tourism on Redevelopment of Cotton Gin. Obtaining Estimate to Rehab City Building at 107 S. RR Ave.	ongoing	Undetermined
6b	Beautification Efforts	<ul style="list-style-type: none"> Look for funding and develop plan for specific projects Seek community involvement and business participation Look at Public Art Program – partner with schools 		Need plan to direct funding 24/25	Undetermined
6c	Redevelopment Zone	Develop plan and Study feasibility for Redevelopment Zone		Consensus to move forward and determine area	Undetermined

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7		Upgrade City Technology			
7a		Update Payroll Software and Water Bill Payment (more user friendly)		Timekeeper software	\$17,000
7b		Update Permitting Software		New software	\$21,000
7c		Prepare Plan for Physical Hardware upgrades		3 yr. computer replacement plan	\$60,000
8		Senior Citizens Transportation			
		Research Grant for funding		24/25	\$60,000
9		Increase Walkability/Connectivity			
9a	Park to Park Trail	<ul style="list-style-type: none"> Prepare Plan for Phase 2 Funding and Implementation 		24/25 develop route	\$500,000+
9b	Updates	Identify small and less expensive projects that can be completed in-house		Ongoing	Budget maintenance of sidewalk
10		Parks and Recreation			
10a	Codrington Park Improvements	<ul style="list-style-type: none"> Upgrade Basketball Court Facilities Complete Needs Survey for Parks and Recreation Create plan for renovations Burke St Improvements 	Basketball Court recently Resurfaced; Striping & New Goals Installation are pending;	Ongoing	\$100,000
				Survey feedback to direct plan 25/26	
10a	Cemeteries	<ul style="list-style-type: none"> Address Aesthetic Concerns (Berms) Fencing and Lighting Paving Repairs 	Removal of Mound & Construction of Berm at Resthaven Underway.	Spring 24	Time
				24/25 budget Summer 24	\$20,000 \$50,000



Goals and Objectives FY2024/2025

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11		Facilities			
11a	Water Plant	<ul style="list-style-type: none"> Develop Plan Find Funding 		Set as Priority Millions
11b	Public Works/Public Utilities Complex	<ul style="list-style-type: none"> Develop Plan Find Funding 	USDA Grant Application Nearing Completion.	Grant Application Summer 24	Phase \$12M