

MISSION

The mission of the City of Sherman is to enhance the well being of the citizens by providing effective and efficient public services, by supporting a strong local economy, and by providing for quality of life activities. This mission is founded on principles of openness, fairness and fiscal responsibility.

PRIORITIES

1. Infrastructure improvements to meet future development needs by ensuring an adequate water source, enhancing street maintenance, minimizing utility rates while protecting water quality and future needs, and expanding the City's Water Treatment Plant to meet future needs.

2. Improve and enhance the quality of life through the planning, development and expansion of new and existing parks, public swimming pools and youth playing fields, and a new library and civic/cultural center.

3. Creation of a Physical Plan for Buildings, both Public and Private, to improve the City's image, make it a focal point, and foster pride in the community by streamlining the process to remove substandard houses and improve the aesthetics within the Central Business District.

4. Recruitment, Retainage, and Expansion of Industrial Development by ensuring competitive water and wastewater rates and development of a marketing plan with materials to attract new businesses and retail establishments.

ACTION PLANS

1. Infrastructure Improvements:

a. Secure Lake Texoma Water

The stability of the City's water supply for residential, retail and commercial customers is of primary importance. Purchase of the additional water storage rights would be a major accomplishment and would provide for this resource throughout the foreseeable future.

- *Negotiate with the Corps of Engineers to purchase sufficient water storage capacity in Lake Texoma to insure a long-term source of water*
- *Within 18 to 24 months, propose contract to the City Council for approval and funding*

b. Street Repair

The City maintains over 200 miles of streets. Preserving the investment in this infrastructure is an on-going priority.

- *Identify streets needing improvements*
- *Develop funding alternatives*
- *Propose plans to the City Council for approval and funding*

- *Complete improvements of identified streets within five years*
- c. Minimize Utility Rates While Protecting Water Quality and Future Needs
The City of Sherman strives to be competitive for future residential and industrial growth.
- *Survey utility rates of comparable cities to determine benchmark*
 - *Modify utility rates to maintain competitive status*
 - *Implement operational procedures to maintain utility rate structure comparable to benchmark*
- d. Expand Water Treatment Plant
The surface water treatment plant will need to be expanded at sometime to provide for increased water demand.
- *In 2003-2004, re-evaluate need for expanded Water Treatment Plant*
 - *Develop plan to construct plant when expansion actually needed*
 - *Develop funding alternatives*
 - *When appropriate, propose plan to the City Council for approval and funding*
 - *Implement construction plans*
2. Quality of Life:
- a. Parks/Swimming Pools/Youth Playing Fields

The quality of life is largely dependent upon adequate recreational facilities to use and to attract newcomers.

- *Evaluate need for new parks, swimming pools and youth playing fields*
- *Develop long-term plan for improvements based on the Five-Year Parks Master Plan*
- *Develop funding alternatives*
- *By end of 2002, propose long-term plan to the City Council for approval and funding*
- *Implement construction plans*

b. Library

The Sherman Public Library improves the quality of life for Sherman residents by providing for their literary, intellectual, and cultural needs.

- *Evaluate need for new library*
- *Assess potential sites*
- *Develop plans for new library*
- *Develop funding alternatives*
- *By end of 2002, propose plans for new library to the City Council for approval and funding*
- *Implement construction plans*

c. Cultural/Civic Center

A cultural/civic center would provide a place for people to meet, display exhibits, and hold cultural events.

- *Evaluate need for new cultural/civic center*
- *Assess potential sites*

- *Develop plans for new cultural/civic center*
- *Develop funding alternatives*
- *By end of 2002, propose plans to City Council for approval and funding*
- *Implement construction plans*

3. Physical Plan for Buildings, both Public and Private:

a. Streamline Process to Remove Substandard Houses

To improve the appearance of our City, encourage economic development, and enhance the quality of life by removing derelict structures.

- *Review state-mandated regulations and City Codes to streamline process for removing substandard houses*
- *Evaluate current resources and develop proposed realignment as needed*
- *Propose ordinance to City Council for approval*
- *Implement streamlined procedures*

b. Central Business District Improvements

It is important for the Central Business District to be aesthetically pleasing to retain existing businesses and to encourage development.

- *Approve off-street parking for downtown residential*
- *Identify list of items needed for the downtown area (generally aesthetics, i.e., lighting, benches, trash receptacles, landscaping)*
- *Develop funding alternatives*
- *Propose plan to the City Council for approval and funding*
- *Implement improvements*

4. Industrial Business Recruitment and Retainage:

a. Ensure Competitive Water/Wastewater Rates

To attract and expand Industrial development and be competitive in the market.

- *Survey water and wastewater rates of comparable cities to determine benchmark*
- *Modify water and wastewater rates to maintain competitive status*
- *Implement operational procedures to maintain water and wastewater rate structure comparable to benchmark*

b. Develop Marketing Plan with Materials for new Business and Retail Recruitment

To encourage business and retail development in order to continue to make Sherman a

destination point for the Texoma area.

- *Collaborate with the Chamber of Commerce and the Sherman Economic Development Corporation to develop a marketing plan and materials to seek out and attract new businesses and retail establishments*
- *Aggressively implement the marketing plan in conjunction with the Chamber and SEDCO*

Resolution No. 4259

STRATEGIC PLAN



**CITY OF
SHERMAN, TEXAS**

Reviewed: January 22, 2002

Adopted: February 4, 2002