

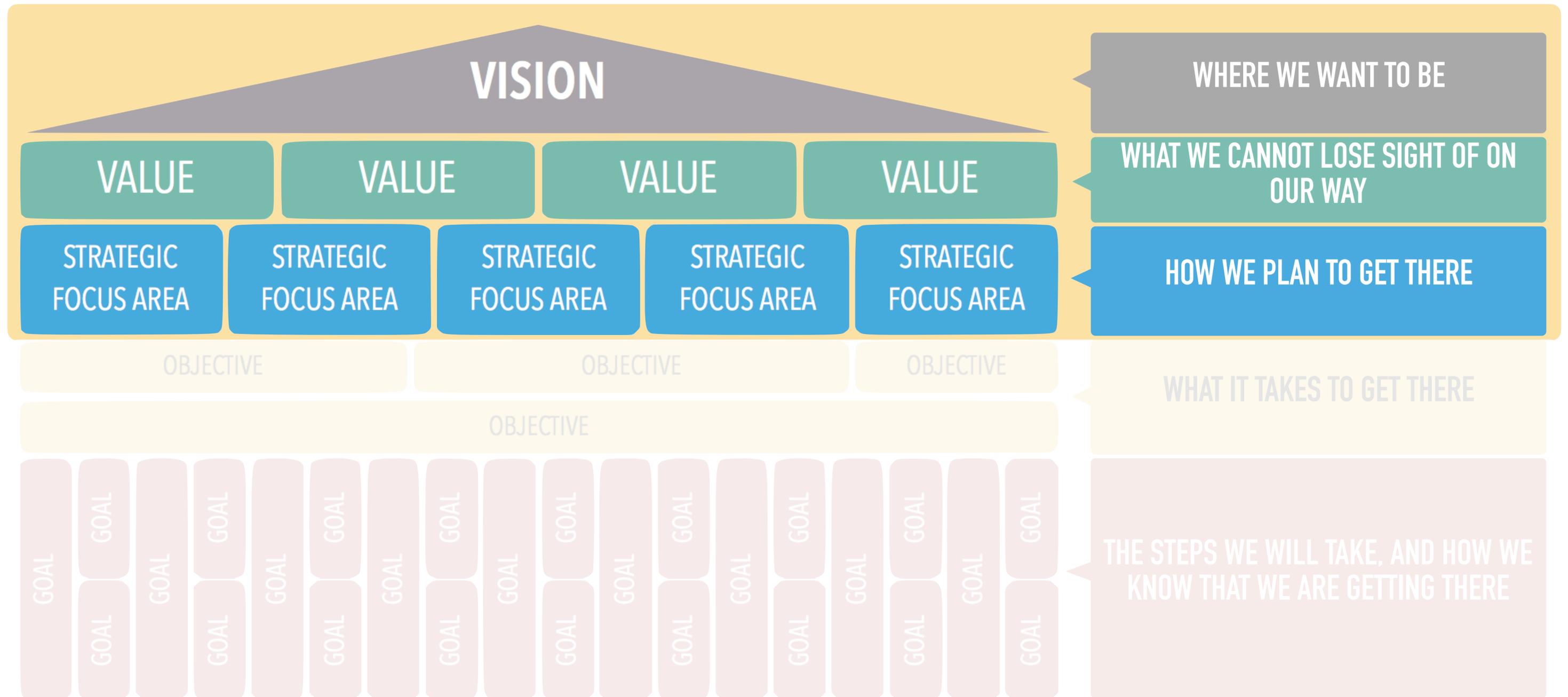


City Commission Workshop

Vision | Values | Strategic Focus Areas

December 10, 2018

STRATEGIC FRAMEWORK

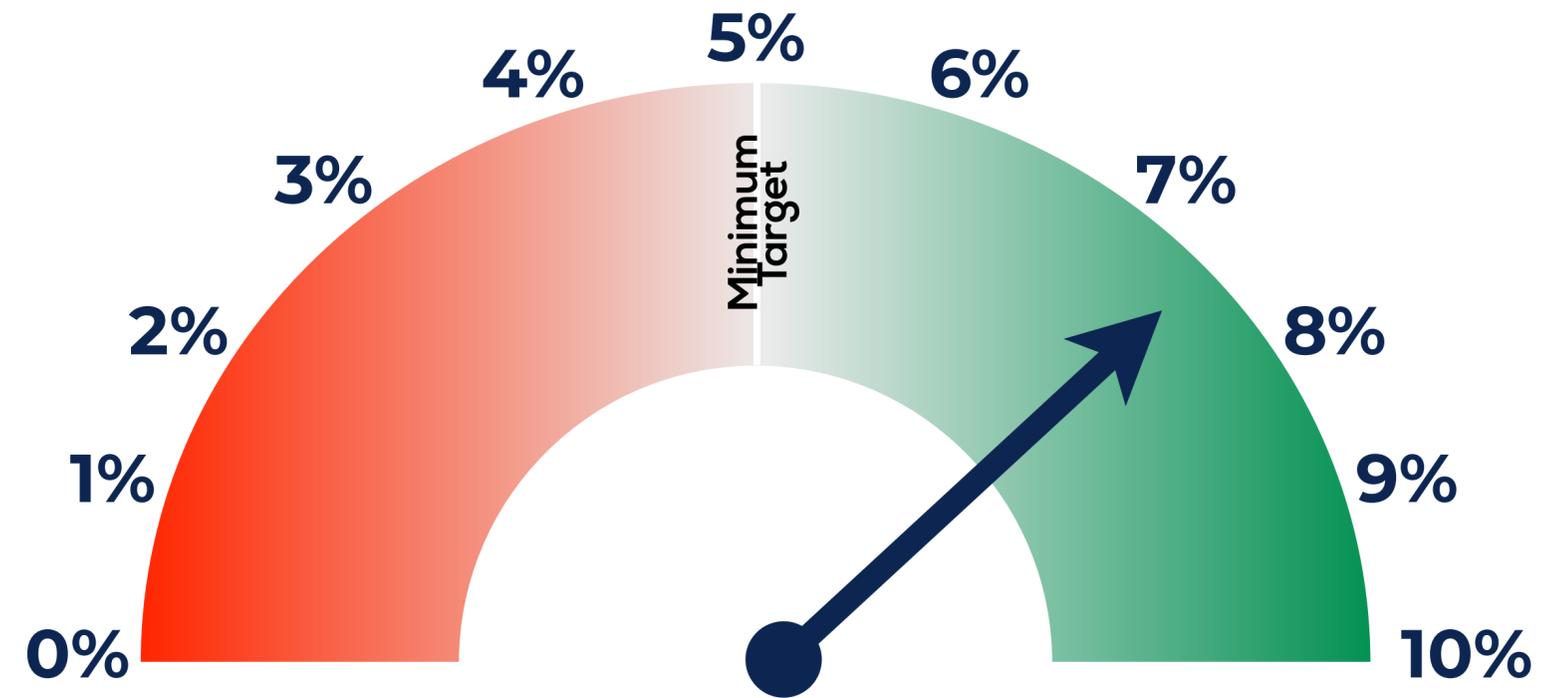


PROJECT UPDATE

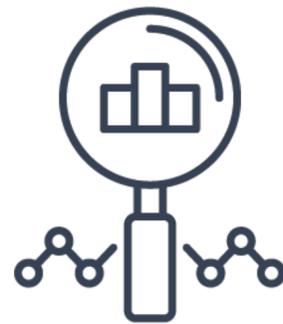
- ▶ Currently within Phase 3/4 of the Project
- ▶ Scheduled to complete the update by spring 2019



COMMUNITY ENGAGEMENT TRACKER

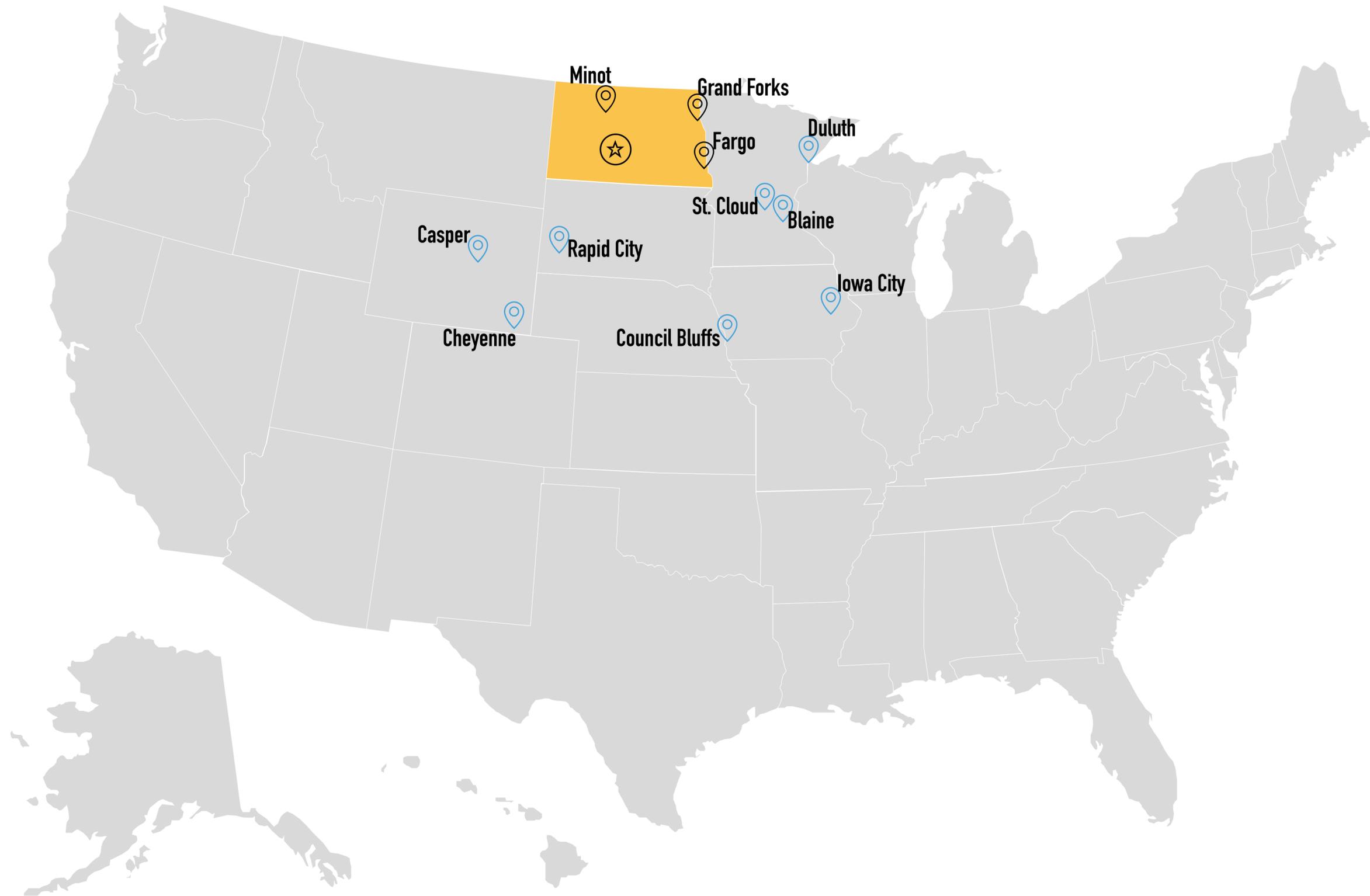


5,353 people through 12/1/2018

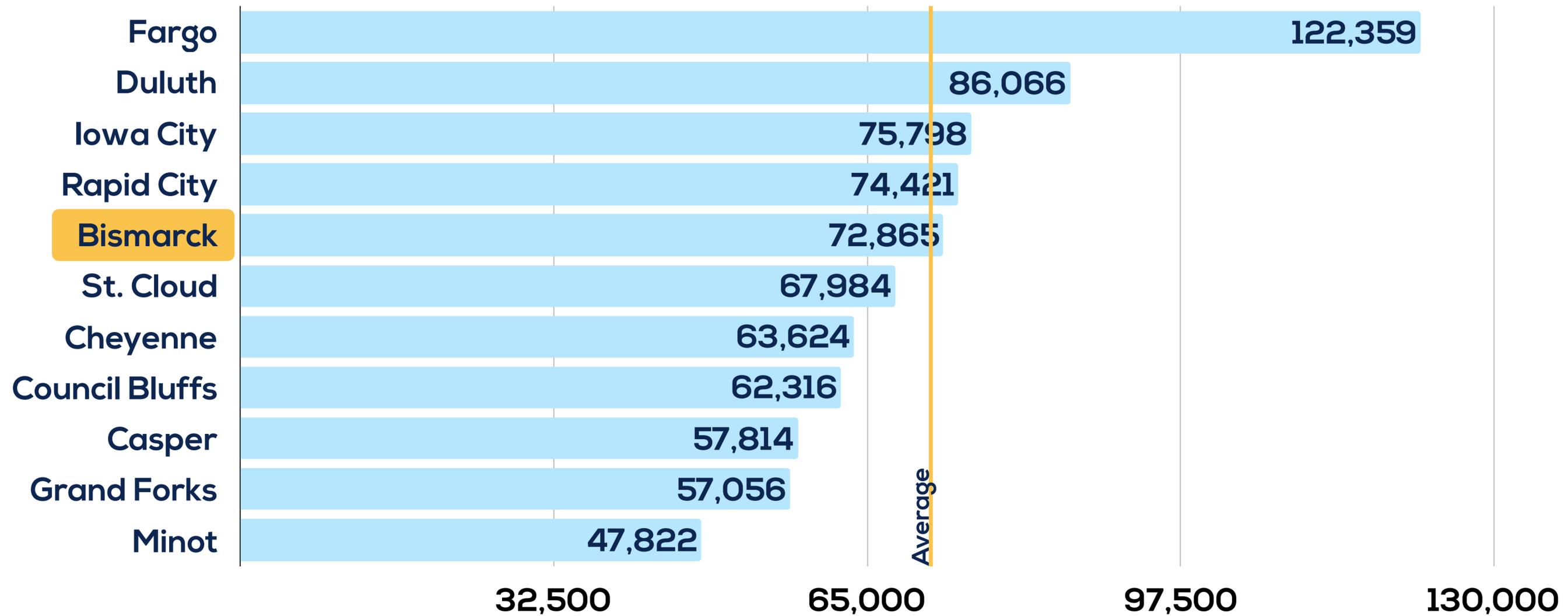


Research & Development

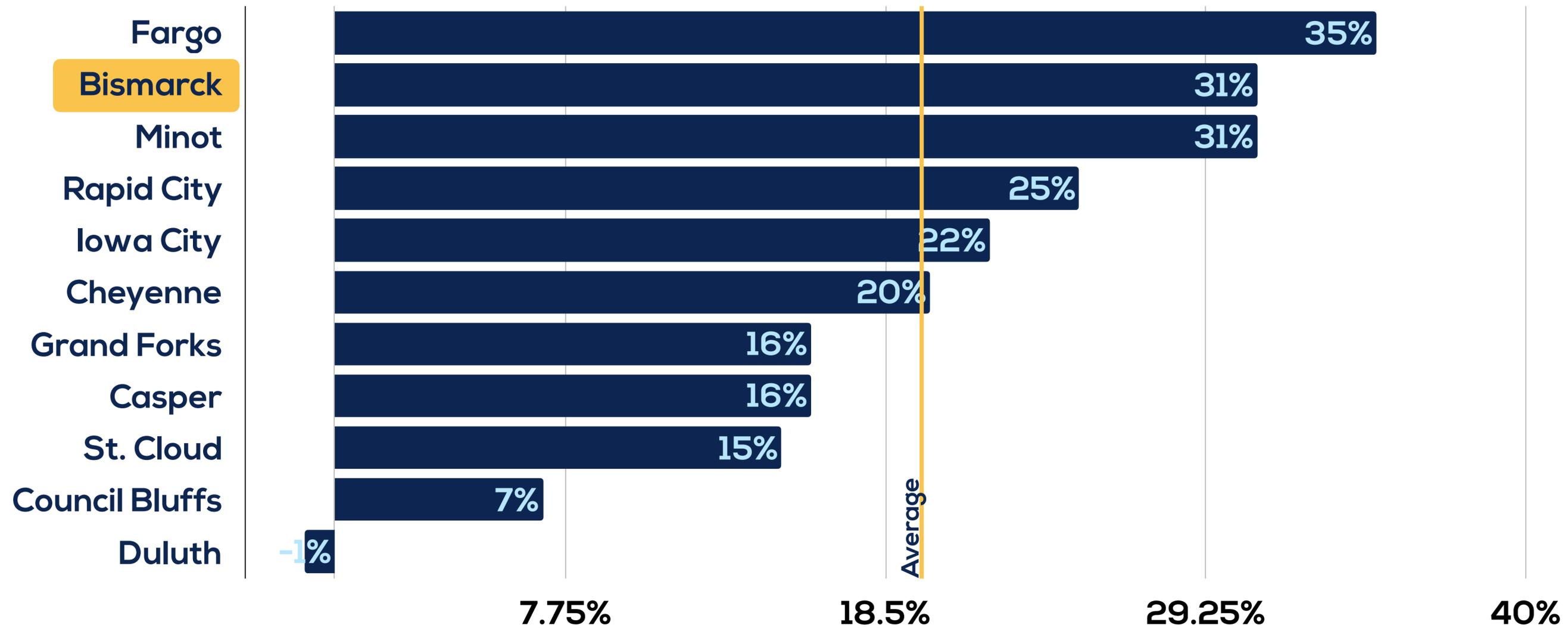
COMPARATIVE ANALYSIS | COMP CITIES



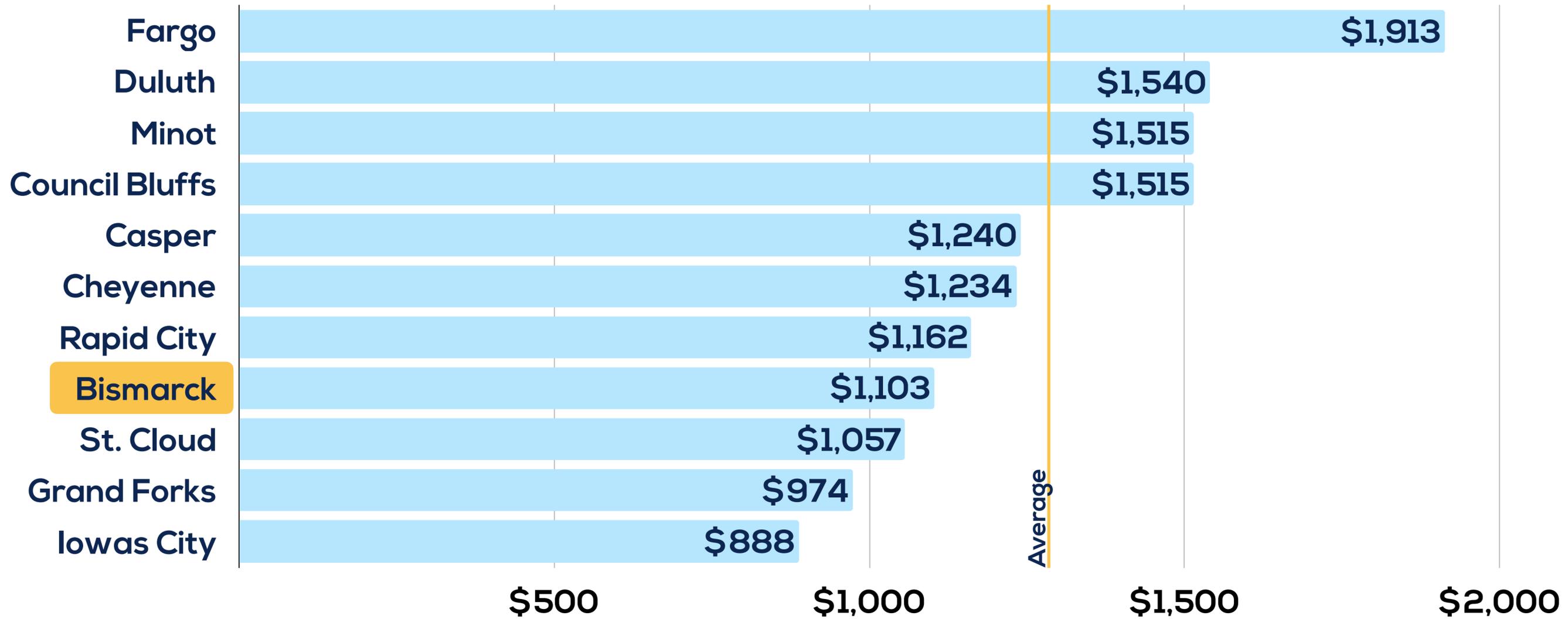
CURRENT POPULATION | 2017 CENSUS EST.



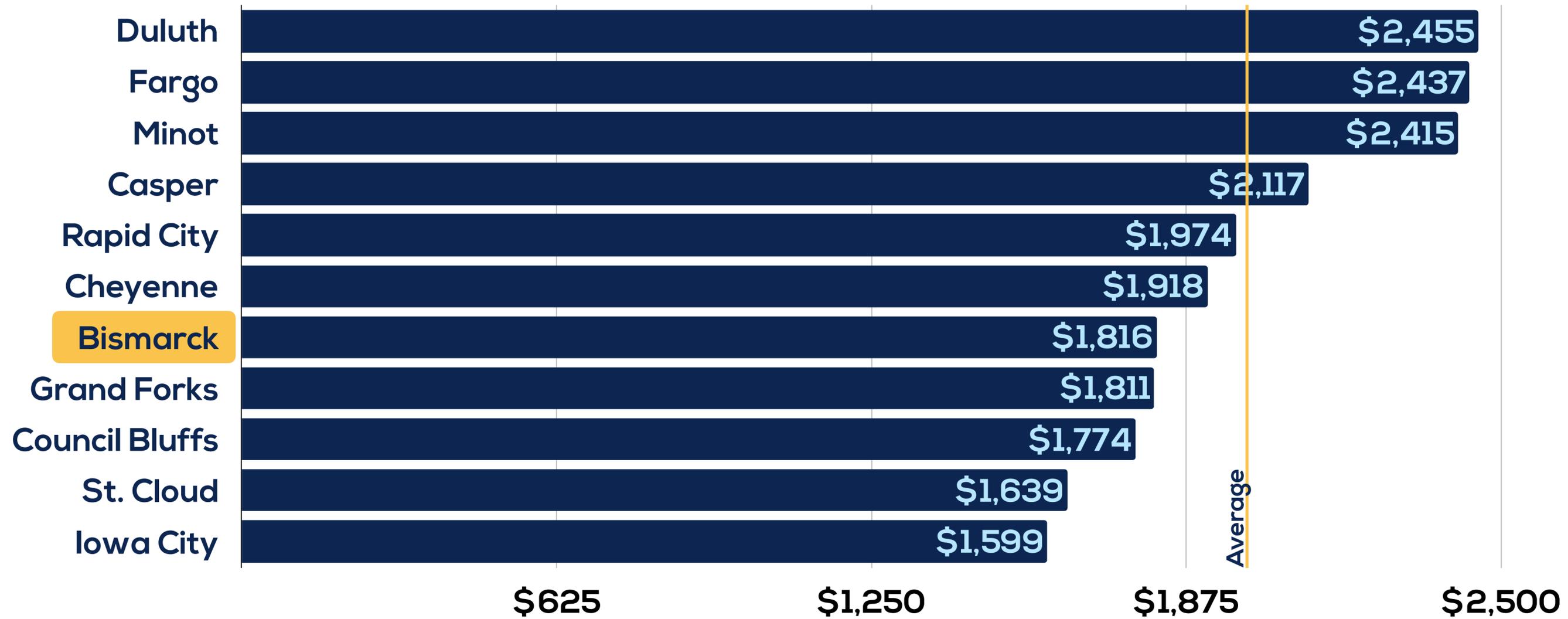
GROWTH RATE | 2000-2017



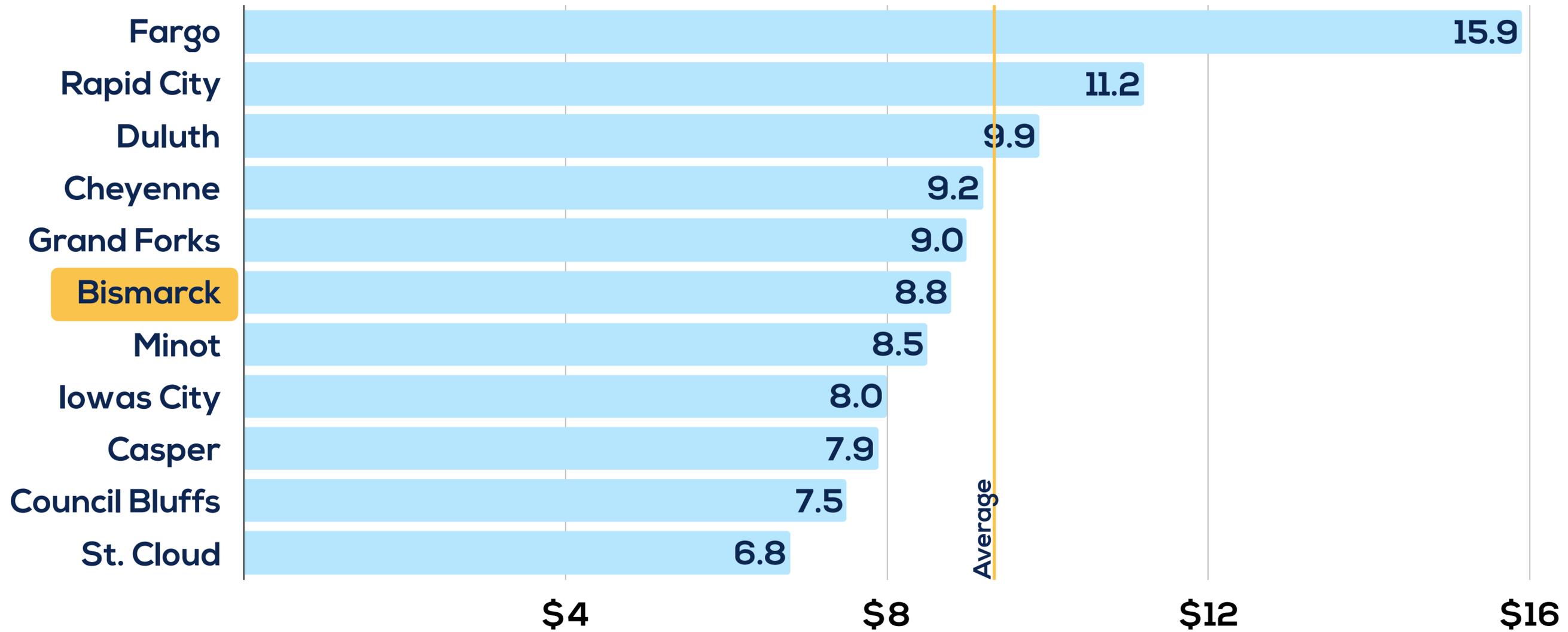
GOVERNMENT ACTIVITIES SPEND/CAPITA | CURRENT CAFR



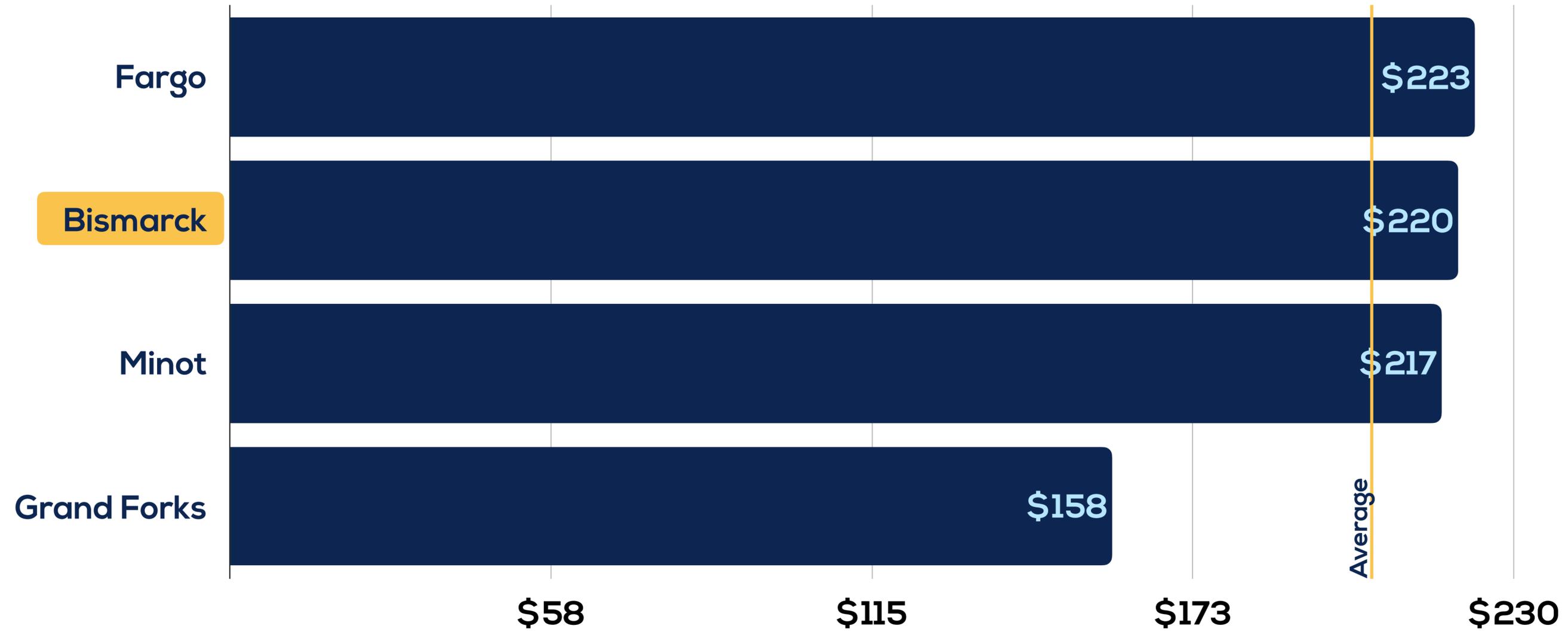
GOVERNMENT ACTIVITIES + BUSINESS ACTIVITIES SPEND/ CAPITA | CURRENT CAFR



FTE/1,000 CAPITA | CURRENT BUDGET



1% SALES TAX/CAPITA | ANNUAL





Imagine **Bismarck**
S T R A T E G I C P L A N



Set the Target | Vision

THE STRATEGIC FRAMEWORK | VISION

- ▶ Based on the results that you want
- ▶ Is an affirmative description
- ▶ Rooted in desire, not in what you believe to be possible at the moment
- ▶ Stands on its own - is not reactive or obligatory
- ▶ Thought of in the present tense

VISION STATEMENTS | ELEMENTS



CURRENT STATEMENTS

VISION

"Bismarck is a preferred destination place and prosperous community where people enjoy living, learning, working and playing. Our community embraces our rich heritage, economic opportunity and lifelong learning to cultivate a healthy and sustainable environment fostering opportunity for all. We are a dynamic people looking to our future."

VALUES

Forward Looking

Diversity

Community Pride

Integrity

Environmentally Sound

MISSION

"To provide high quality public services in partnership with our community to enhance our quality of life."

CURRENT STATEMENTS | MAPPING

Core Ideology

Core Values

- ▶ Forward Looking
- ▶ Diversity
- ▶ Community Pride
- ▶ Integrity
- ▶ Environmentally Sound

Core Purpose

- ▶ To cultivate
 - ▶ A healthy and sustainable environment
- ▶ Fostering opportunity for all
- ▶ To provide high quality public services
 - ▶ In partnership with our community
- ▶ To enhance our quality of life

Envisioned Future

Big Goals

- ▶ Preferred Destination Place
- ▶ Prosperous Community

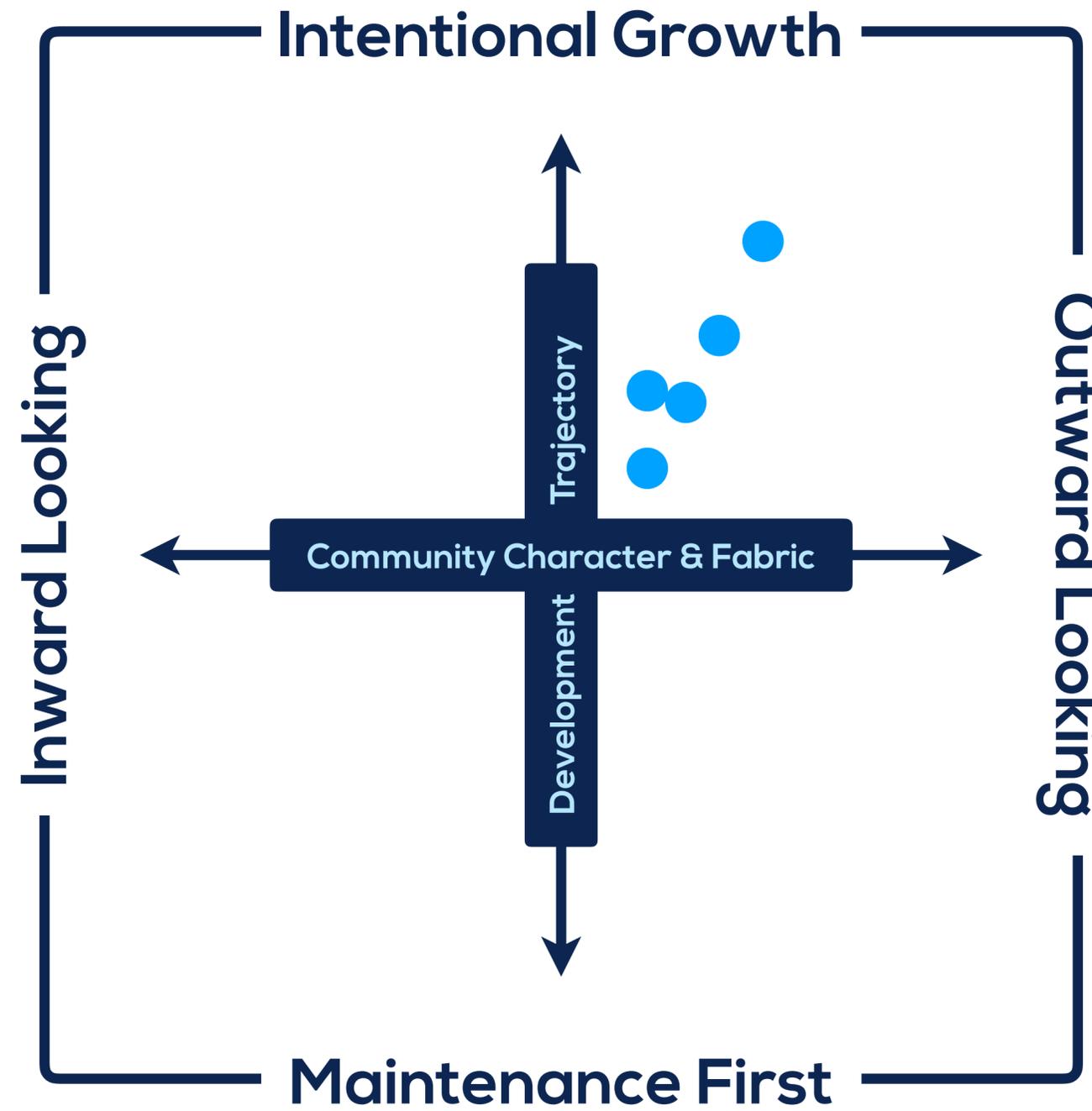
Vivid Description

- ▶ Our community embraces our:
 - ▶ Rich heritage
 - ▶ Economic opportunity
 - ▶ Lifelong learning
- ▶ Where people enjoy:
 - ▶ Living
 - ▶ Learning
 - ▶ Working
 - ▶ Playing
- ▶ We are a dynamic people looking to our future

SCENARIO PLANNING

Often, there are intentional courses of action that represent legitimate alternative paths. By thinking through how you balance these alternative paths, we can develop strategies that are well aligned with your outlook.

Place a dot on the graph that best represents how you would ideally balance the conflicting paths. For instance, a dot in the upper right corner suggest that you'd prefer the City to proactively seek external growth, using incentives to attract new companies, jobs, and brands to the community.



DEVELOPMENT TRAJECTORY:

Intentional Growth:

The City actively seeks and participates directly in the growth of the community through incentives, targeted infrastructure programs, etc.

Maintenance First:

The City welcomes organic growth, but focuses its resources on maintaining existing infrastructure and programs.

COMMUNITY CHARACTER & FABRIC:

Outward Looking:

Actively works to attract new people and businesses to the community.

Inward Looking:

Focused primarily on building and developing deeper existing relationships both personally and commercially.

SCENARIO PLANNING | INTERACTIVE 1





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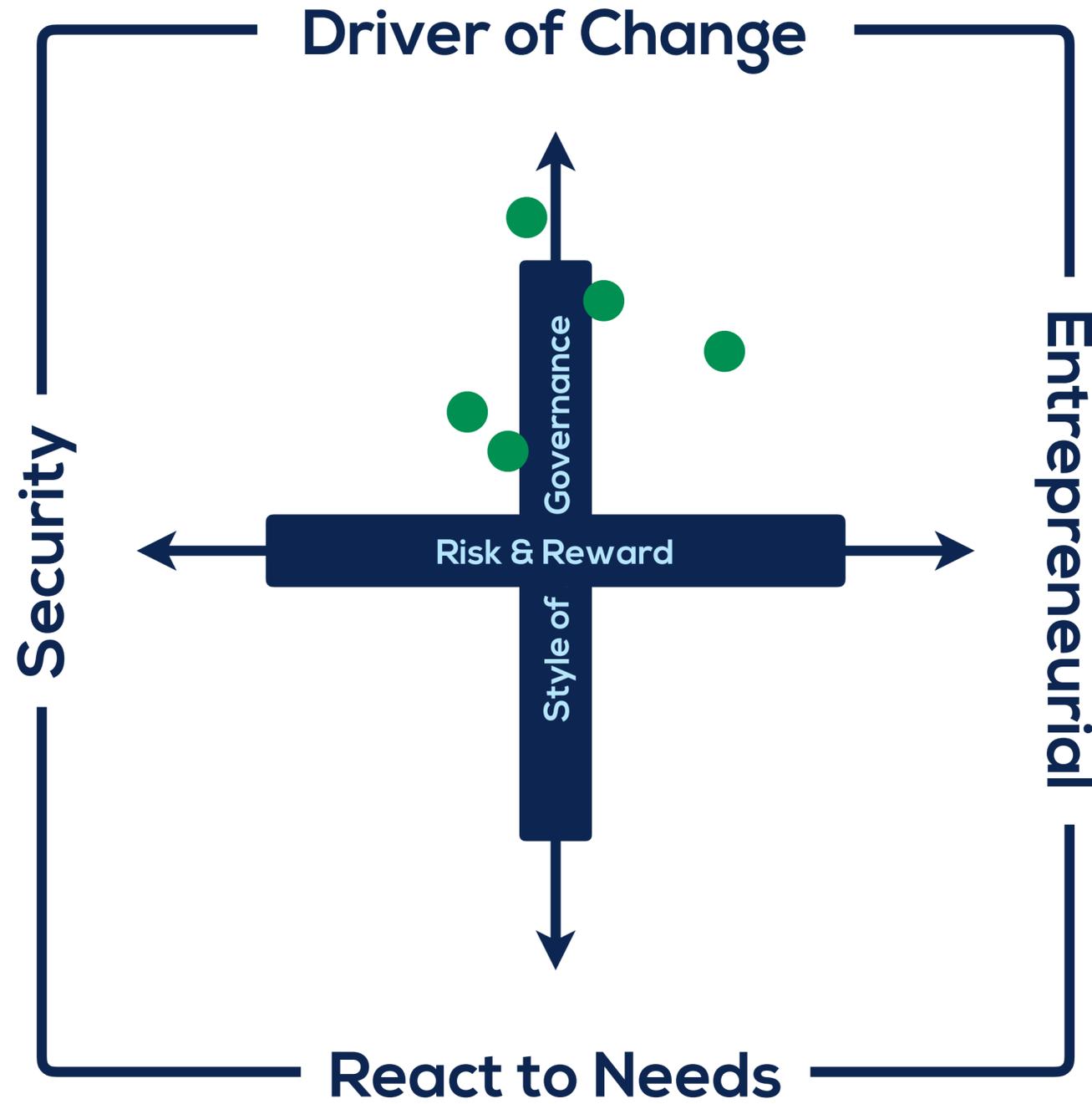
Inward Looking:

Focused primarily on building and developing deeper existing relationships both personally and commercially.

SCENARIO PLANNING

Place a dot on the graph that best represents how you would ideally balance the conflicting paths.

For instance, a dot in the lower right corner suggests that you think the City should monitor and react to current needs through innovative and entrepreneurial programs.



STYLE OF GOVERNANCE:

Driver of Change:

We seek to set the community agenda and we invest resources on a broad range of emerging issues.

React to Needs:

We actively monitor expressed community needs and we react through programs and services.

RISK & REWARD:

Entrepreneurial:

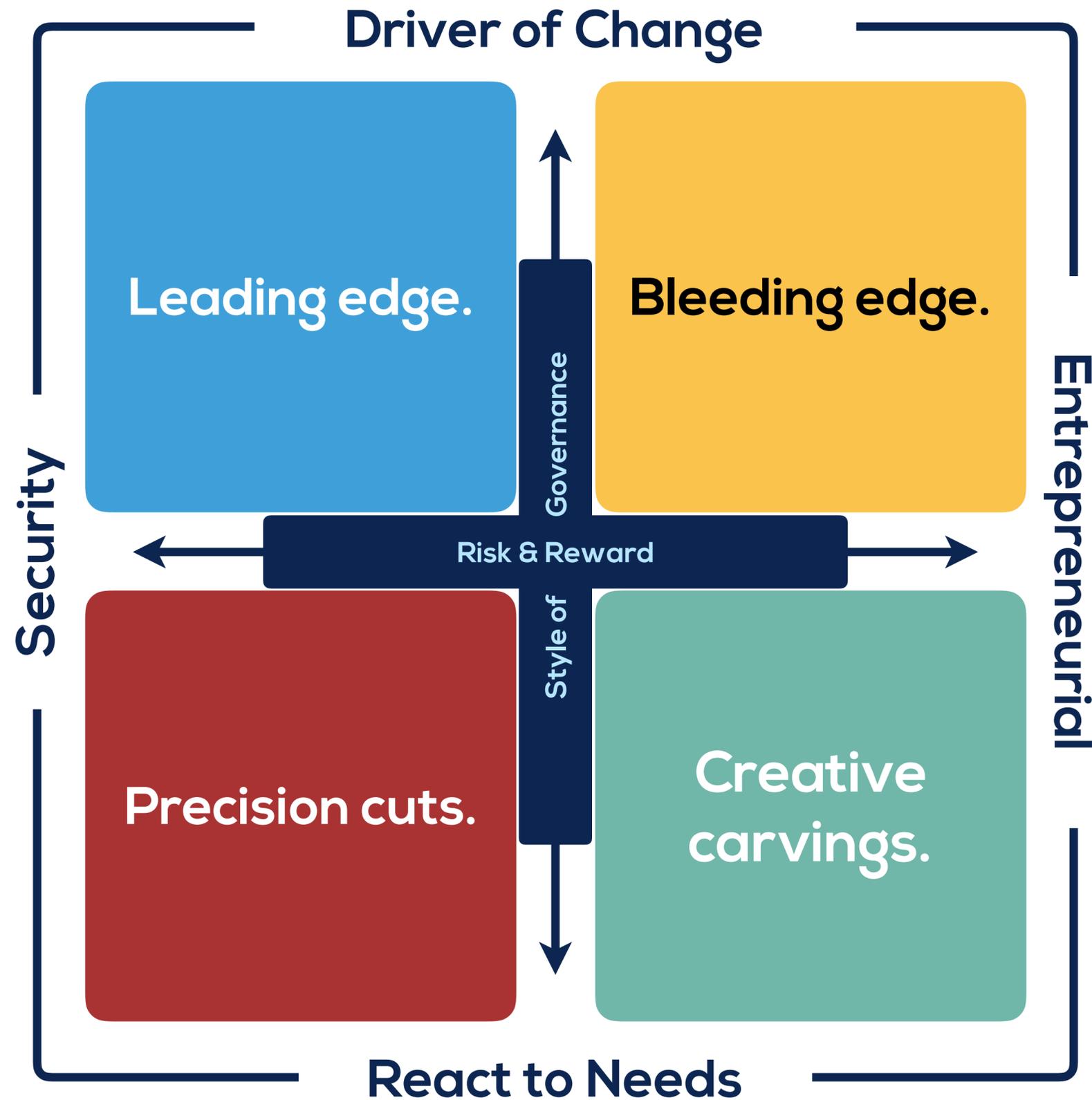
We actively pursue innovation, even at the potential cost of resource efficiency.

Security:

We focus on maximizing the efficient use of existing resources at the potential cost of the rewards of innovation.

SCENARIO PLANNING | INTERACTIVE 2





STYLE OF GOVERNANCE:

Driver of Change:

We seek to set the community agenda and we invest resources on a broad range of emerging issues.

React to Needs:

We actively monitor expressed community needs and we react through programs and services.

RISK & REWARD:

Entrepreneurial:

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CURRENT STATEMENTS

VISION

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BIG GOALS | SURVEY THEMES

Signature Spaces

- ▶ Event/Performance Venue
- ▶ Riverfront Development
- ▶ Parks & Trails Expansions
- ▶ Embrace all 4 Seasons
- ▶ Public Art

All Ages & All Wages

- ▶ Teen & Youth Activities & Venues
- ▶ Inter-generational integration
- ▶ Smart Neighborhoods
- ▶ Public 4-Year Higher Education Campus

Meaningful Momentum

- ▶ Homelessness
- ▶ Mental Health
- ▶ Substance Abuse

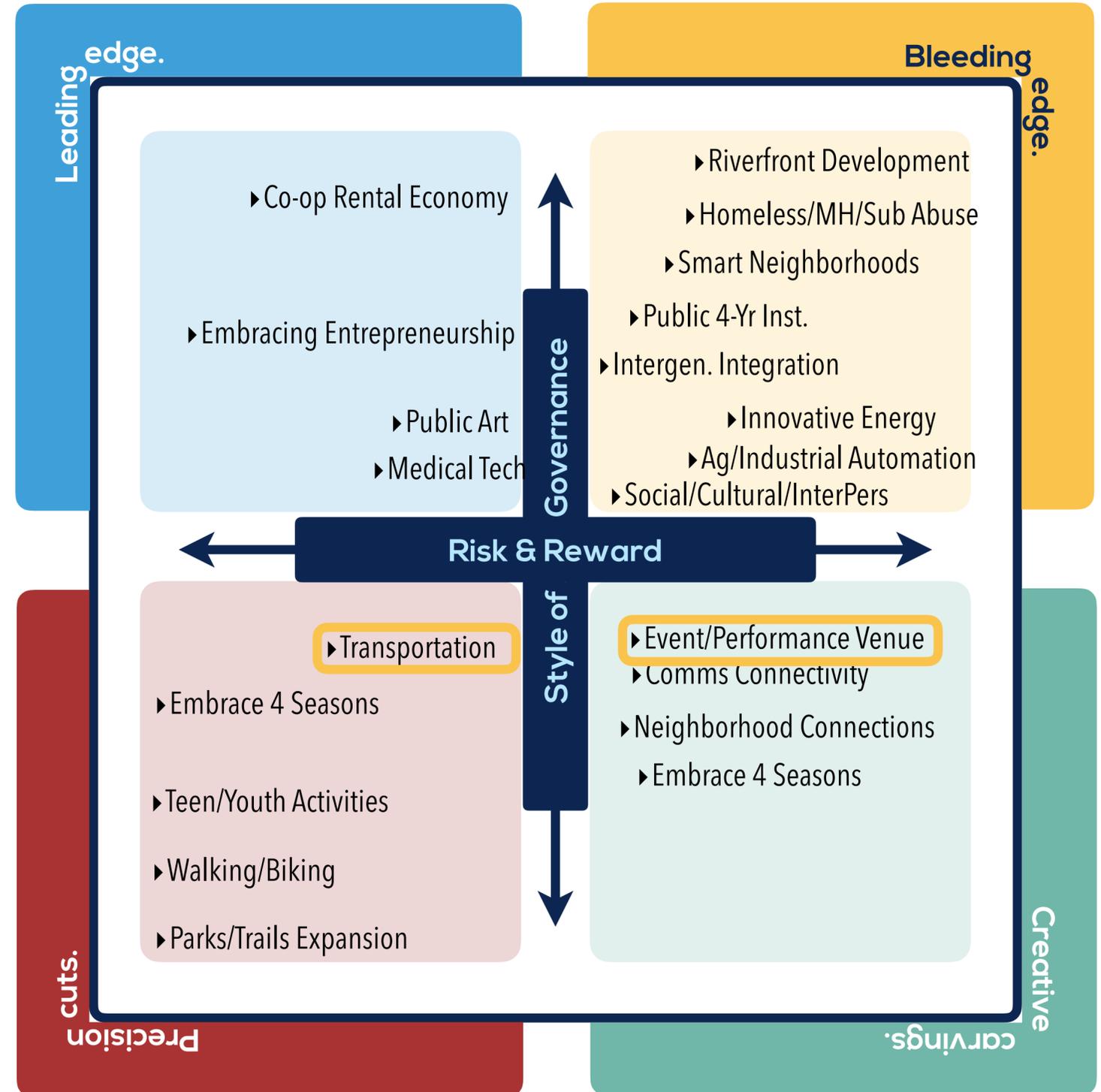
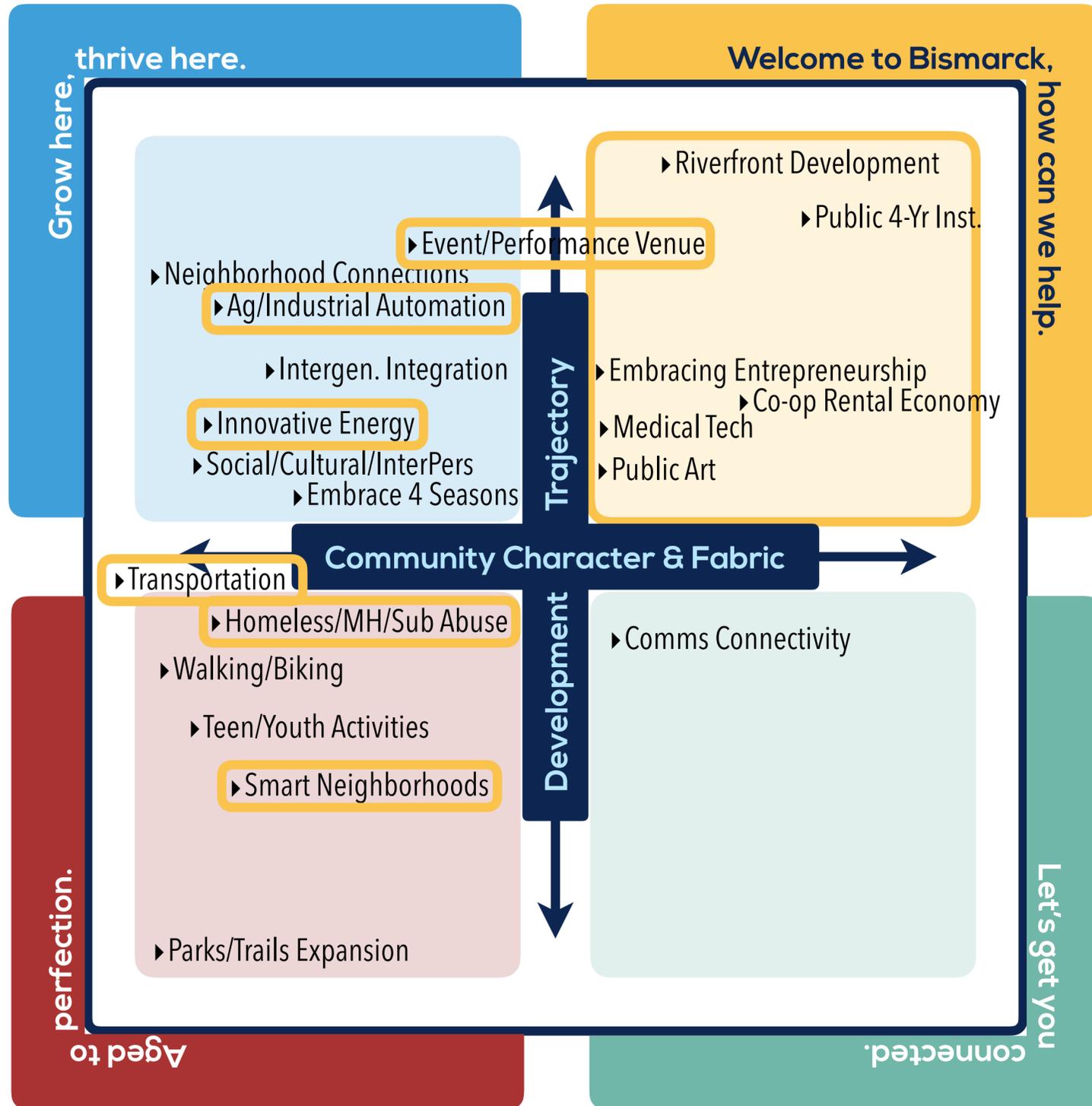
21st Century Business Hub

- ▶ Innovative Energy
- ▶ Ag & Industrial Automation
- ▶ Cooperative Rental Economy
- ▶ Medical Technology
- ▶ Embracing Entrepreneurs

Complete Connectivity

- ▶ Walking/Biking
- ▶ Driving/Transit
- ▶ Communications
- ▶ Social/Cultural/Interpersonal
- ▶ Neighborhood Connections

BIG GOALS | MAPPING





Imagine **Bismarck**
S T R A T E G I C P L A N

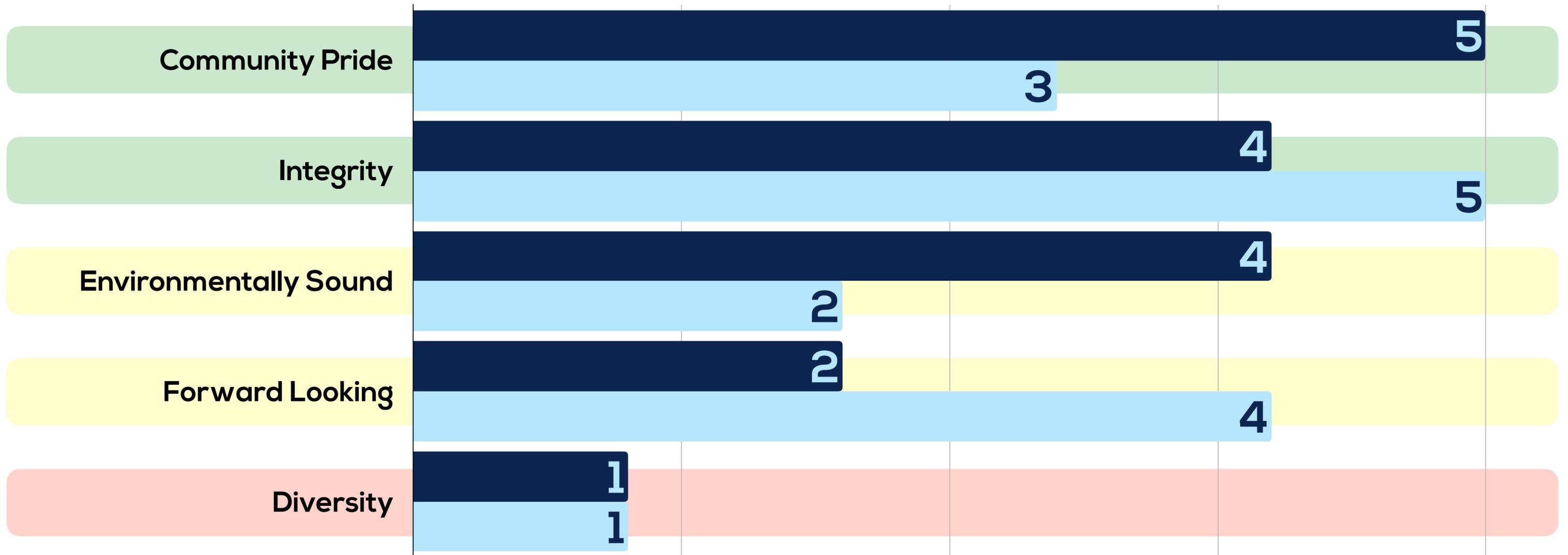


Set the Target | Values

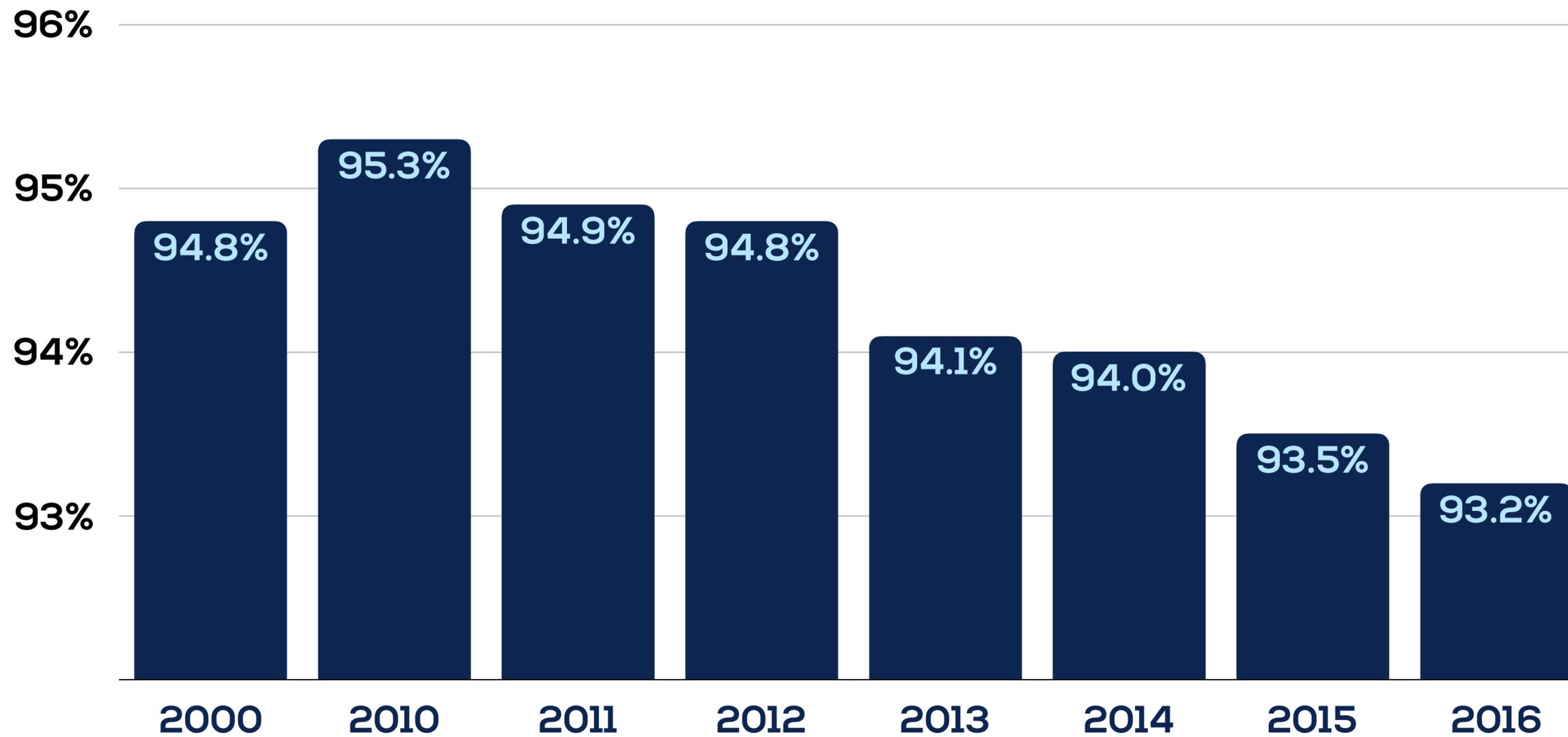
RATING VALUES | SURVEY



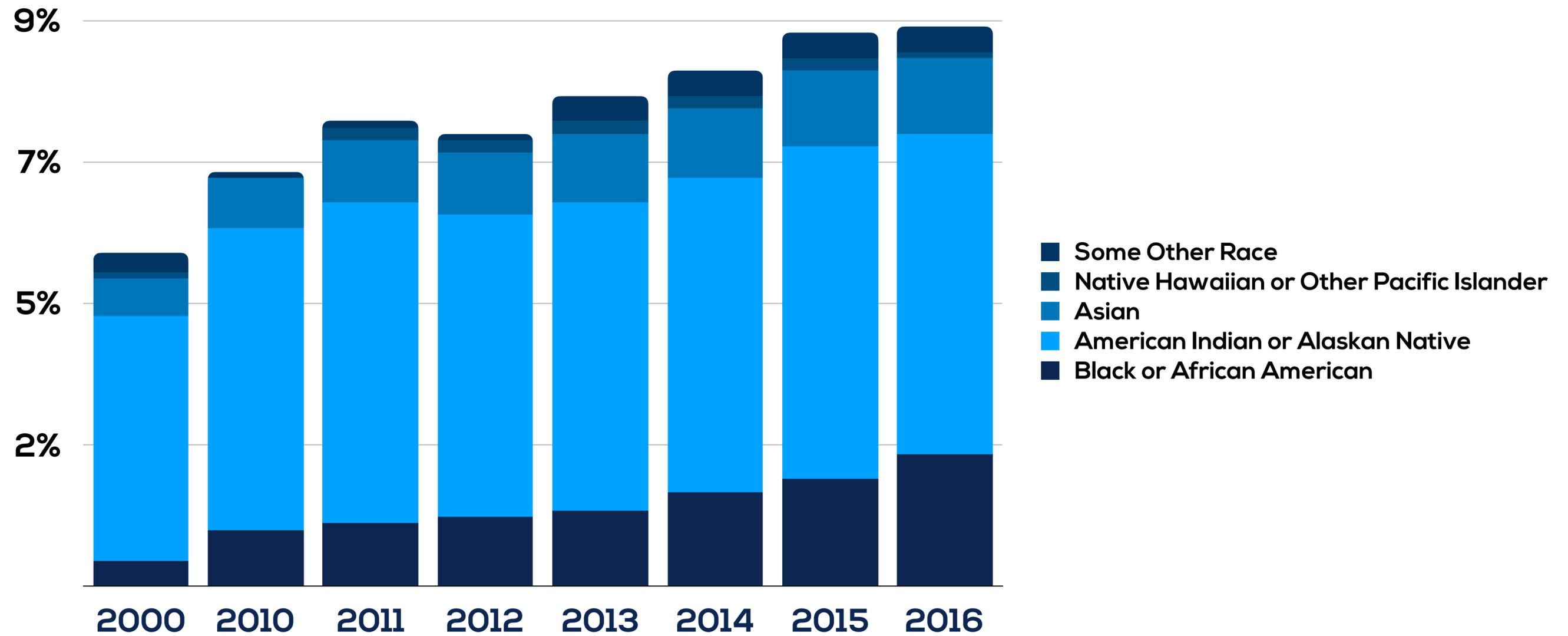
RATING VALUES | SURVEY + TOWN HALL



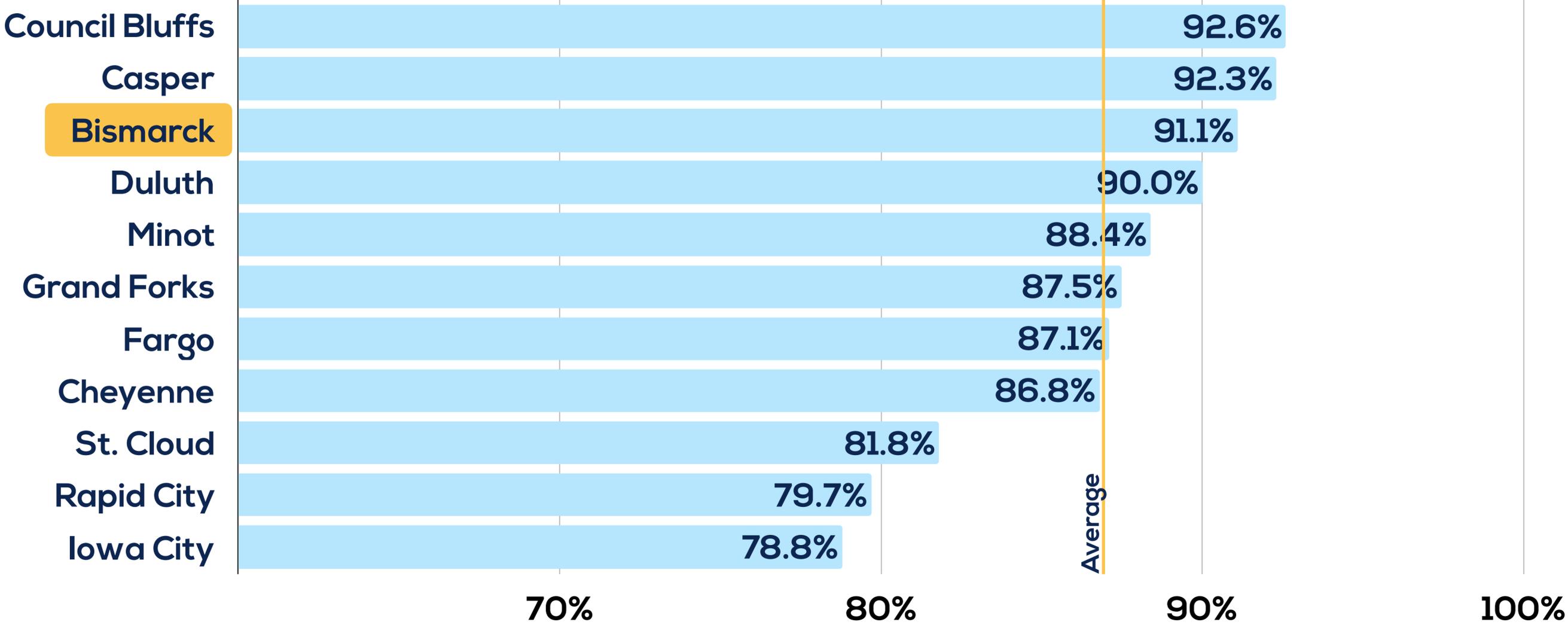
ETHNIC DIVERSITY | WHITE POPULATION



ETHNIC DIVERSITY



WHITE ALONE % | 2010 CENSUS



VALUES

Current Values

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Diversity

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Other Thoughts

Welcoming?



City Commission Workshop

Vision | Values | Strategic Focus Areas

December 10, 2018