



2020 GOALS AND PRIORTIES



Top priorities:

City Planning

For the last several years, Rogers County has been among the fastest growing counties in the state. Growth is vital to bringing life into a community, but growing without a planned course of action can be very dangerous. The City of Claremore has grown into a large enough community that it needs a City Planner to facilitate future development and expansion. That city planner will look at the entire geographical area, within the Claremore fence line, and assist in the traffic flow, retail economic development, expansion and residential development. The planner will address current needs as well as strategically plan for the continued growth of the community into the year 2020; not just in regards to economic improvements but also concerning infrastructure needs to support the residents and businesses in Claremore.

The planner will look at water, sewer and electric needs to provide adequate city services, address aging infrastructure and to plan for growth. This position will also monitor development standards between the city and Rogers County to ensure the community isn't losing development opportunities and monitor traffic and infrastructure needs as development occurs.

The city planner will encourage developers and prospects to look at the service area population instead of the population within the city limits. Within the corporate limits the population is 18,000. Businesses here are more likely to serve the 54,000 of the three zip codes and even beyond.

The city is looking for a seasoned, experienced and mature planner who has experience dealing with issues surrounding a lack of planning and direction. This position will require some reengineering and reinventing of existing processes and plans. The city planner will need to have self-confidence, be creative, motivated and have a network of resources to assist in charting this new course.

For the next two years, this person will assist in the marketing campaign to sell the Claremore region to potential retail and commercial developers as well, with a long-term hope of hiring a separate economic developer in the future.

Water

Water is a valid concern of both the citizens and the city administration. This community needs sustainable access to quality, safe drinking water from a reliable source. For a number of years, there has been growing concern that our current water configuration isn't meeting the needs of the growing community.

Another area of concern is the second water treatment plant that is not, and has never been, operational. The water issues that Claremore faces are three-fold. The community needs a reliable source of water, means of effective treatment and adequate equipment for distribution.

In November 2012, Garver Engineering began a feasibility study to test three options for water source, treatment and distribution throughout Claremore. First draft results of the study were

just delivered and show a need for at least a \$25 million investment in this area. Garver Engineering will be facilitating a work group with the city council to discuss the different options in the draft study and move forward in developing a long-range plan to best meet the community needs.

To facilitate this plan, the city will need to be prepared to contribute significant funds to come up with a long-term sustainable solution. The City Council and staff agree that the time for procrastinating decisions on water has past and the city must act immediately to plan for the future. Current and future water needs must be addressed for the continued growth of this community.

As with many infrastructure needs, being conservative with spending has not benefited us. Putting off maintaining and repairing aging infrastructure has set us back. These needs have been put off for so long that they are now at critical mass stage. Now is the time to start looking at financing options. Interest rates are so low that we are refinancing other bonds to save money. These infrastructure needs are things that will inevitably have to be done in the near future, so it may as well be when we can leverage those low interest rates.

Transportation

Transportation is an ongoing concern in Claremore's corporate limits. With three state highways and two major railways, the traffic counts in the community are considerably higher than the population suggests they should be and that presents a unique problem. That problem creates public safety concerns, accessibility problems and hinders economic growth.

We have identified a need for an east west corridor, possibly including a train overpass or underpass, which will help address these concerns. It will need to be a collaboration between the city, ODOT, BNSF, the business community, residents and property owners. A study was performed in 2000 by ODOT for the Highway 20 corridor to redirect down Flint/King Road. ODOT made investments at the time in initial land purchase and an environmental impact study. We believe that taking the bypass down Flint/King road is no longer in the best interest of Claremore.

We recognize traffic is in a gridlock and for economic vitality we need to develop a solution that both allows residents to travel from one side of town to the other without congestion and also supports the business community. The new proposal is in the preliminary stages of concept development but we believe it to be bold and forward thinking and will hopefully be a game changer in Claremore's future. If ODOT approves the proposal, the city of Claremore will aggressively push it forward to create a permanent solution as quickly as possible.

Tourism

Tourism is one of the state's top industries. With the facilities and events that already call Claremore home, the city has a real opportunity to reap the benefits of tourism as an economic growth industry. The Council and staff would like to see Claremore become a tourist destination by aggressively recruiting attractions such as a water park, amusement park, hotel with a conference center, etc.

The community's rich heritage will be an excellent launching pad for future visitors. Any attractions the city is able to recruit will complement the Will Rogers Memorial, JM Davis Gun Museum, Expo Center, Claremore History Museum and other attractions already in Claremore to make this a destination city. The city plans to develop the Expo Center into a destination event center as it was originally intended.

Partnerships

The city recognizes the value of collaboration in achieving all of its goals, both long and short-term and for that reason will be seeking to establish partnerships between various stakeholder's in the community. These stakeholders will include:

- Chamber of Commerce
- Cherokee Nation
- Convention and Visitors Bureau
- Economic development organizations
- Industrial businesses
- Main Street
- Northeast Technology Center
- Residential developers
- Rogers County
- Rogers State University
- Tourist attractions in the community

When developing partnerships among entities, it is important to remember that communication and teamwork is a two-way street. All parties involved in a partnership have to contribute to that partnership with a good faith effort. Successful partnerships require bilateral participation with all parties working toward the same agreed-upon goal.

Goals

Based on the priorities above, the city manager developed the following goals to begin executing the strategic plan. The priorities above will be assessed by city administrators and city council every three to six months and new goals will be developed as necessary.

Goal #1: Hire City Planner

Objectives	People responsible	Timeframe
Research city planning best practices	Cassie, Jim, Carolyn, Chris Cochran	Begin now thru February
Finalize job description	Carolyn	By March 1 st
Submit job description to city council for approval	Jim	By March 4 th
Post job description	Carolyn	March 5 th
Applications reviewed and interviews done by April 1 st	Jim, Carolyn	Throughout March and April
Candidate selected		By May 1 st

Goal #2: Develop and execute water plan

Objectives	People responsible	Timeframe
Work session to discuss study findings and water alternatives	Michael Graves, Jim Thomas, Councilors, Daryl Golbek, Jeremy Ledbetter	End of March
Develop preliminary plan for FY 2014 budget	Michael Graves, Jim Thomas, Councilors, Daryl Golbek, Jeremy Ledbetter, finance director	By April
Incorporate water plan in to 5-year capital plan	Michael Graves, Jim Thomas, Councilors, Daryl Golbek, Jeremy Ledbetter, finance director	End of June

Goal #3: Traffic and trains

Objectives	People responsible	Timeframe
Follow-up conversation to amend environmental impact study with ODOT	Jim Thomas, Mickey Perry, Daryl Golbek, Gary Ridley	Prior to March 1 st
Ensure ODOT begins acquiring property for east/west bypass	Jim Thomas & Gary Ridley	Thru 2014
Set budget to acquire property in FY 2014 budget and incorporate into 5-year capital plan	Jim Thomas, financial director, ODOT	End of each fiscal year
Start conversation with county commissioners about east/west bypass	Jim Thomas, Cassie Woods	After ODOT seal of approval

Goal #4: Retail development

Objectives	People responsible	Timeframe
Develop and maintain commercial property master list	City planner	May and ongoing
Hire city economic developer	Jim, Cassie, Carolyn and city planner	End of June 2015
Consider buying properties where developments could occur	City planner	Ongoing
Market properties where developments could occur	City planner	Ongoing