



COUNCIL GOALS

WILSON CITY COUNCIL VISION

We will strive for a better quality of life for our diverse citizenship, young and old, by preserving, fostering and encouraging a participatory local government based upon community coalitions for planned growth, better and safer neighborhoods, economic prosperity and recreational opportunities for all.

We recognize that the Council must promote and commit to its vision.

WILSON CITY COUNCIL GOALS AND KEY INITIATIVES

To meet the vision, the 2021 budget focuses on achievement of the seven goals established by the Wilson City Council. Those seven goals areas are:

- Building a Better Wilson
- Economic Development
- Infrastructure
- Homes and Neighborhoods
- Downtown
- Recreation and Parks
- Community Involvement

For each of these seven goal areas, Council has identified key initiatives that will advance the achievement of these goals. These strategic priorities are outlined in the departmental sections of the budget. Many of these initiatives cross department lines and require collaborative efforts by multiple departments to ensure the success of these initiatives.

In addition to the initiatives, each department has created individual goals and objectives that will provide city residents and elected officials with information regarding quantity, quality and efficiency of the services they deliver. These performance indicators are presented in each respective department's section of the budget, along with measurement data, if available.

I. BUILDING A BETTER WILSON

1. We will support and encourage a wide array of recreational, cultural and educational activities for citizens of all ages.
2. We will help to educate and inform our citizenry about our collective heritage and its contribution to our contemporary society.
3. We will work to enhance and support the ability of families in our community to provide nurturing environments in which people of all ages thrive and achieve their full potential.
4. In order to make sound policy decisions that enjoy the support of the whole community, it is essential that the needs and views of our entire population be solicited and understood.
5. The City will be a catalyst for improved social, economic, and educational opportunities for all citizens, regardless of race. The City government will serve as a model in this regard.
6. We will endeavor to create a connected community in order to assure that all of our citizens have the opportunity to use electronic technology to enhance their personal lives and their economic well-being.

II. ECONOMIC DEVELOPMENT

1. We will seek to create a broad range of quality work opportunities that support a local economy and pay a “living wage”.
2. We encourage employers to be good corporate citizens and foster a climate of social equity.
3. We will support compatible economic development that is high quality, appropriately scaled, aesthetically pleasing, environmentally sound, and consistent with the unique character of the city.
4. We will support a diverse economy that is not overly dependent upon any one business or service sector.
5. We will work closely with regional organizations to find suitable sites and opportunities for compatible development.
6. We will support and strengthen our existing businesses.
7. We will support initiatives to increase commercial, retail and residential growth opportunities in our commercial corridors.
8. We will support the Economic Development Council Strategic Plan that was developed from community input.

III. INFRASTRUCTURE

1. We will provide well-maintained, state-of-the art public infrastructure and use municipal resources to help catalyze private sector investment.
2. New development must include reasonable and viable transportation plans.
3. We will ensure that our transportation plans and initiatives, whether pedestrian, bicycle, auto, transit, rail, or air, are designed to enhance the economic opportunity and the quality of life in the City.
4. We will use proactive, clear, well-communicated policies to uphold our goals for water and environmental quality.

IV. HOMES AND NEIGHBORHOODS

1. We will support compatible development that enhances neighborhoods and preserves their integrity and character.
2. We will continue to support our Community Development activities and other creative strategies to help homebuyers acquire affordable, owner-occupied housing that is consistent with existing neighborhood character.
3. We will support owner-occupied residential housing in established neighborhoods that raise the overall quality of life of the neighborhood.
4. We will support initiatives that promote conversion of single-family rental structures to home ownership.
5. We recognize the importance of protecting our historic resources as a means of maintaining the community’s character.
6. New development will largely pay its own way to minimize negative impact on city taxpayers.
7. We will seek to reduce dilapidated and abandoned housing by encouraging improvements and re-use or demolition.

V. DOWNTOWN

1. We recognize the importance of a revitalized downtown as a symbol of community economic health, local quality of life, pride, and community history; all factors in industrial, commercial, and professional recruitment.
2. As a means of enhancing appearance, making improvements to water and sewer infrastructure, and installing underground utility infrastructure, we will continue the Streetscape program.
3. We will enhance and promote a friendly and safe atmosphere for downtown.
4. We will support the Wilson Downtown Development Corporation's initiatives:
 - Establish a theme centered on Arts and Cultural amenities.
 - Increase commercial use and owner-initiated structural improvement through the Incentive Grant Programs.

VI. RECREATION AND PARKS

1. We will strengthen our role as the cultural center of Wilson County by enhancing facilities, activities, and partnerships that create new opportunities.
2. We will take a greater role in maintaining open space with the community. This is a vital resource in overall community health.
3. We will support the enhancement of existing trails and develop new walkways to better connect our neighborhoods and improve accessibility throughout the city.
4. We will be responsive in providing diverse cultural, recreational, and athletic activities appropriate for our population and will facilitate neighborhood access to these activities.
5. We will enhance our commitment to provide quality public recreation for future generations with the development of the J. Burt Gillette Athletic Complex.

VII. COMMUNITY INVOLVEMENT

1. We will ensure our customer services and interactions are guided by the City government values of quality, responsiveness, fairness, creativity, dignity, empowerment, communications and integrity.
2. We will empower all members of the community to be active participants in shaping the decisions that affect us all.
3. We acknowledge the role of government as a catalyst and a partner that builds and supports constructive change.
4. The City will give residents sufficient time and opportunity to provide input in the decision making process.
5. We will assure that the public has convenient access to all available information necessary to participate in the democratic process.
6. We pledge to actively solicit input from residents as well as civic, business, and professional organizations.
7. We will seek to appoint representatives to boards and commissions that represent the diversity of our community.
8. We will aid our children in developing a sense of pride in their history, culture, schools, community and ultimately in themselves.
9. We will foster opportunities for artistic, cultural and educational enrichment through partnerships with colleges, museums, libraries, community organizations and government agencies.
10. We will encourage cultural and ethnic events and programs that celebrate the history and contributions of these various groups to our community.