

	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 	Upon Budget Approval	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 	Upon Budget Approval	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 	<p>In Staff Activity Reports</p> <p>In Process</p>	<p>PIO position Budget Process</p> <p>Signage for City projects Summer 24</p>	<p>\$75,000</p> <p>\$1,000</p>

April 2024

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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 		Ongoing – participate with tourism efforts	\$50,000
				24/25 budget for incentive	\$25- \$50,000 year

April 2024

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	<ul style="list-style-type: none"> Create and Fund Incentive Programs for private sector investments specifically <i>for restaurants</i> (façade grants, permit fee reductions, etc.) Continue support and involvement with I95/I40 Alliance Research Electricity Accessibility for Food Trucks and Conforming Ordinance 		<p>Annual Alliance dues</p> <p>24/25 budget for extending electrical access</p>	<p>\$55,000</p> <p>\$10-20,000</p>
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 	<p>24/27 depending on I-95 project</p> <p>ongoing</p>	<p>\$250,000</p> <p>Time</p>
6b	Wayfinding	<ul style="list-style-type: none"> Bid and proceed with Phase 1 Develop strategies and funding for future phases 	Awaiting NC DOT and Duke Energy approval	<p>Spring of 2025 completion</p> <p>\$250,000 budgeted</p>
6c	Reuse of City-owned properties	Identify Issues and Create Action Plan/Updating Council regularly	Discussion Underway with Tourism on Cotton Gin Redevelopment. Obtaining Estimate to Rehab	<p>ongoing</p> <p>Undetermined</p>
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 		<p>Need plan to direct funding 24/25</p> <p>Undetermined</p>

April 2024

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6c	Redevelopment Zone	Develop plan and Study feasibility for Redevelopment Zone		Consensus to move forward and determine area	Undetermined
7		Upgrade City Technology			
7a		Update Payroll Software and Water Bill Payment (more user friendly)		Timekeeper software	\$17,000
7b		Update Permitting Software	Proceeding	New software	\$21,000
7c		Prepare Plan for Physical Hardware upgrades	Met with Harnett IT to discuss Hardware Plan	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	Proposed \$25,000 in annual budget	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 Survey feedback to direct plan 25/26	\$100,000



Goals and Objectives FY2024/2025

April 2024

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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 24/25 budget Summer 24	Time \$20,000 \$50,000
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