



# **City of Entiat Strategic Plan 2019-2024**

# Introduction

In January of 2019 with permission of Mayor Alt, Councilmember Moore, in coordination with the Community Development Director RJ Lott, formed a committee with the express purpose of creating a clear, goal-oriented Strategic Plan for the City of Entiat. The committee consisted of: business owners, representatives from the school district, representatives from the public library, members of the chamber of commerce, members of the planning commission, former council members, and civic-minded citizens.

On February 21, 2019 a kickoff meeting was held at the Entiat Fire Station where the overall vision and goals for the Strategic Plan were initially discussed. After the goals and vision were established, the committee focused on creating specific approaches to meet the identified needs. Through March and early April of 2019 the committee continued to work on refining and adding approaches and ideas to the plan through verbal and online collaboration. The process resulted in a 15 page document that was condensed into this plan with the following strategic goals: Economic Development, Beautification, Capital Improvement, and Branding.

This five year plan provides clear vision and goals that the committee feels are obtainable within the given five-year timeline. Once officially adopted by City Council, the goals and corresponding approaches will be continually tracked, reported, and refreshed annually as needed.

# Mission

To provide responsive municipal services and innovative local governance for all citizens and businesses.

# Vision

Entiat will be a pristine waterfront city with idyllic mountain vistas where economic, recreational and cultural development are guided by a small town sense of community.

# Core Values

- **Stewardship**
- **Service**
- **Growth**
- **Transparency**
- **Integrity**

# 2019-2024 Strategic Goals



**Economic  
Development**



**Beautification**



**Capital  
Improvement**



**Branding**



## **Economic Development**

# **Approaches**

- **Attract and recruit a hotel**
- **Attract and recruit a banking institution**
- **Include accessible visitor information on website**
- **Increase multi-family housing to 10% of total housing**
- **Increase low income/affordable housing to 8% of total housing**



## Beautification

# Approaches

- **Replace Entiat entrance and exit signs**
- **Create template design for standard City signage**
- **Add park benches (seating) along City corridor**
- **Add trash receptacles along corridor**
- **Add bike racks along corridor**
- **Create a Landscaping Master Plan for City-owned property**



## Capital Improvement

# Approaches

- Create a new City owned park on the west side of 97a
- Have 50% of the parcels between Cammack Avenue and Howe Street within 300 feet of sewer line
- Implement safe crossing between Entiat City Park and Entiat Way
- Create new City Hall/Community Center/Library building



## Branding

# Approaches

- Increase Press Releases to no less than 1 per month
- Create and launch modern City website
- Increase social media outreach by implementing combined Facebook, Twitter and Instagram accounts
- Increase social media activity to no less than two posts per week
- Create and implement new City slogan and logo

# Change Management Process

Below are the steps which any proposed changes to this document would have to undergo before formal amendment.



# Endorsements

The following individuals and committee members have endorsed the plan as presented in this document:

- Annette Alt - Entiat Planning Commission
- Mark Botello – Community Development Director
- Alyce Brown - Entiat Chamber of Commerce
- Miles Caples - Entiat School District
- Mike Chambers – City Council
- Nika Childers - Entiat Public Library
- Mel Daniels - Citizen
- Misty Marcyes - Citizen
- Paul Moore - City Council
- Terri Morris - Entiat Pub n’ Grub
- Suzy Nieto - Entiat Public Library
- Justin Pickens - Citizen
- Jackie Shelton – Citizen / Former City Council
- Sheri Shelton - Entiat Planning Commission
- Dave Swearingen – Entiat Food Center / City Council
- Renee Swearingen – Entiat Chamber of Commerce

# Recognition of Contribution

The plan wishes to recognize the following individuals for their contributions which made the creation of the concept, kickoff, and draft of this plan possible:

- Annette Alt
- John Alt II
- Carly Bartlett
- Greg Becker
- Alyce Brown
- Mike Chambers
- Nika Childers
- Deborah de la Mora
- Mel Daniels
- Kelly Krueger
- RJ Lott
- Misty Marcyes
- Oly Mingo
- Paul Moore
- Terri Morris
- Suzy Nieto
- Justin Pickens
- Jackie Shelton
- Sheri Shelton
- Dave Swearingen
- Renee Swearingen
- Charles Tudor



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ENTIAT  
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**Strategic Planning Committee  
May 2019**

Created by  
Paul Moore  
City Council Seat #1  
May 30 2019