



Strategic Plan

Prescott City Council

Fiscal Years 2025-2029





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Note from the City Manager

Fellow Residents of Prescott,

I am honored to share with you the Council's vision for the future of our beloved community. As stewards of this vibrant city, it is our responsibility to ensure that Prescott continues to thrive and evolve, meeting the needs of our residents while preserving the unique character and spirit that make our city exceptional.

I am pleased to present to you our Strategic Plan, a roadmap that outlines our goals and priorities for the coming years. Developed through collaboration among City Council and Staff, this plan reflects our shared aspirations and values.

Our Strategic Plan is more than just a document; it is a commitment to excellence and innovation. It serves as a guide for decision-making and resource allocation, ensuring that we make informed choices that benefit the entire community.

As we embark on this journey together, I invite you to join us in shaping the future of Prescott. Your input and engagement are crucial as we work towards common goals and address the challenges and opportunities that lie ahead.

Together, let us build a brighter tomorrow for Prescott, where every resident has the opportunity to thrive, and our city continues to be a place we are proud to call home.

Sincerely,
Dallin Kimble, City Manager



Vision

Prescott is a thriving and scenic community in the heart of Arizona, rooted in western heritage and strong hometown values, where individuals, families and businesses enjoy outdoor adventures, vibrant cultural events, a prosperous economy, and the promise of a bold tomorrow.

Mission

We enhance quality of life as stewards of our natural and built environment and through outstanding city services that engage our community, preserve our past, and ensure a safe and vibrant future.



Fiscal Year Dates

Fiscal Year 2025 (FY25)

July 1, 2024-June 30, 2025

Fiscal Year 2026 (FY26)

July 1, 2025-June 30, 2026

Fiscal Year 2027 (FY27)

July 1, 2026-June 30, 2027

Fiscal Year 2028 (FY28)

July 1, 2027-June 30, 2028

Fiscal Year 2029 (FY29)

July 1, 2028-June 30, 2029

STRATEGIC PRIORITY #1

PUBLIC SAFETY

RESULT 1:

Through partnerships and investments in public safety infrastructure and personnel, the community will experience improved emergency services and results as evidenced by:

1. By FY28, the community will experience infrastructure as identified in the Fire Department's strategic plan of two (2) new strategically located fire stations.
2. By FY29, 90% response times will be at or below 8 minutes.
3. By FY29, the community will have the ability to successfully contact 911 through their cellular/mobile devices at any place within the City of Prescott.



RESULT 2:

By FY28, the community will experience a feeling of safety through the presence of Police Officers and the increased capacity to respond, as evidenced by:

1. Full staffing for the Police Department
2. Proactive community policing in downtown
3. Increased traffic enforcement

RESULT 3:

By FY31, the community will experience a sense of personal and economic safety through infrastructure improvements that will allow unconstrained operations of commercial carriers, other airport tenants, and fire fighting capabilities from the Prescott Regional Airport.



STRATEGIC PRIORITY #2

DYNAMIC ECONOMIC ENVIRONMENT

RESULT 1:

By FY26, the City will be proactively identifying and attracting new businesses to the community as evidenced by the completion and ongoing implementation of the Economic Development Strategic Plan.

RESULT 2:

By FY26, the City will be proactively identifying and attracting new commercial development to serve the residential development that is occurring in the northern part of the community.

RESULT 3:

By FY28, the annual direct spending from tourism will grow from \$252M to \$288M.



RESULT 4:

The community will experience a full-service regional airport that provides reliable, sustained, commercial air-service as evidenced by:

1. By FY26, develop an Economic Development Strategic Plan specific to the airport for bringing in new businesses (paying high wages) and commerce in and around the Prescott Regional Airport.
2. By FY28, two (2) new aviation-related businesses will be located near the Prescott Regional Airport.
3. By FY29, the annual economic impact from the Prescott Regional Airport area will grow from \$162M to \$186M.

STRATEGIC PRIORITY #3

INFRASTRUCTURE

RESULT 1:

The community will experience the safe, efficient flow of traffic/transportation throughout the City as evidenced by:

1. By FY26 there will be a reduction in traffic injuries/fatalities.
2. By FY27 there will be a reduction in traffic congestion.
3. By FY28 there will be a reduction in pedestrian injuries/fatalities.

RESULT 2:

Beginning in FY24, in alignment with the long-range regional Transportation Plan and working partners (CYMPO, ADOT, etc.), the City will champion the development of a regional network to include the highway system and regional roadways.



RESULT 3:

By FY28, through the development of a long-term Water Management Plan that includes a focus on infrastructure, distribution and delivery, conservation and safety, the community will experience safe potable water within the water service area boundary.

RESULT 4:

By FY28, in alignment with the Workforce Housing Committee, the General Plan and the Housing Needs Assessment, the City will facilitate a continuum of housing options for essential workers so they can live, work and be engaged in the Prescott community.



STRATEGIC PRIORITY #4

PRESERVING AND PROTECTING THE NATURAL ENVIRONMENT

RESULT 1:

Beginning in FY25, through regional cooperation and partnerships and the enforcement of the 25% open space requirement, the community will experience increased trail connectivity, outdoor recreation opportunities and meaningful wildlife corridors.

RESULT 2:

By FY28, through regional cooperation and partnerships and a comprehensive risk assessment that builds a strategic mitigation response and recovery plan, the Prescott community will experience increased resiliency in planning for, dealing with and recovering from disasters.



STRATEGIC PRIORITY #5

GOOD GOVERNANCE

RESULT 1:

The City is committed to becoming a community-focused and performance-driven organization as evidenced by:

1. Beginning in FY25, the community will receive updates on progress toward the achievement of the City's Strategic Plan (every 6 months).
2. By FY27, the community will receive updated performance information and trends about results at the Department level.
3. To ensure fiscal transparency and accountability, by FY27 the City's budget will be tied to results.

