



# Strategic Plan

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Fiscal Years 2026-2031





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# Note from the City Manager

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Fellow Residents of Prescott,

It is a privilege to present the City of Prescott Strategic Plan. This plan is a living document that prioritizes key initiatives and helps our community thrive and evolve while maintaining the unique character and spirit that make Prescott exceptional. This version includes updates approved in 2026.

Every day, our city is shaped by forces that can pull us in competing directions-- economic conditions, state and federal legislation, politics, demographic changes, world events, the steady passage of time, and so many more. Without a clear course, these influences could gradually define us rather than us defining our own future.

The Strategic Plan serves as our roadmap. It establishes a shared vision and outlines the goals and priorities that allow us to move forward with purpose toward the future our community desires. The plan was developed with input from the people of Prescott and through collaboration among the mayor and city council, as your elected representatives. City staff support this effort by providing analysis, professional expertise, and implementation. To remain relevant and responsive, the plan is reviewed annually and updated as needed.

The Strategic Plan reflects a commitment to a shared values, thoughtful decision-making, and responsible stewardship of resources. It guides how we invest, how we serve, and how we hold ourselves accountable. Most importantly, it aligns the City's work with our mission to engage the community and enhance quality of life as we move confidently toward the bold tomorrow we envision together.

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.



# Values

We serve by:

- Acting with Integrity
- Taking Pride in Excellent Results
- Being Accountable
- Working as a Team
- Practicing Innovative Problem-Solving
- Focusing on Our Community
- Being Nice



# Fiscal Year Dates

## **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

## **Fiscal Year 2030 (FY30)**

July 1, 2029-June 30, 2030

## **Fiscal Year 2031 (FY31)**

July 1, 2030-June 30, 2031

## **Fiscal Year 2032 (FY32)**

July 1, 2031-June 30, 2032

# **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 December 2027, the community will experience infrastructure as identified in the Fire Department's strategic plan of two (2) new strategically located fire stations.
2. By July 2028, 90% of life-safety response times will be at or below 8 minutes.

### **RESULT 2:**

**By July 2027, 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. Safe traffic flow through enforcement

## **RESULT 3:**

**By July 2031, the community will experience a sense of personal and economic safety through runway infrastructure improvements at Prescott Regional Airport that support unconstrained operations of wildland fire fighting aircraft, commercial airlines, and other airport tenants.**

## **RESULT 4:**

**By July 2027, 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 #2**

## **DYNAMIC ECONOMIC ENVIRONMENT**

### **RESULT 1:**

**By December 2027, the City will attract 300,000 square feet of new commercial development to serve the growing number of residents in the northern part of the community.**

### **RESULT 2:**

**By December 2027, implement business retention and expansion programs that keep 95% of existing businesses in Prescott, help at least four (4) significantly expand operations, and promote local successes.**

### **RESULT 3:**

**By December 2027, the City will attract 300 jobs in aviation/aerospace, advanced manufacturing, technology, and/or healthcare.**



## **RESULT 4:**

**By December 2027, the annual direct spending from tourism will exceed \$288M.**

## **RESULT 5:**

**The community will experience a full-service, self-sustaining regional airport that provides reliable commercial air service by:**

1. By July 2027, complete an Airport Master plan that aligns with the City's Economic Development Strategic Plan for attracting new high-paying jobs and commerce around the airport.
2. By July 2028, two (2) new aviation/ aerospace businesses will be located near the Prescott Regional Airport.
3. By July 2029, 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 December 2028 there will be a completed root-cause analysis of serious traffic injuries/fatalities.
2. By July 2027 there will be a plan with implementation strategies for safer pedestrian/bicycle access to downtown and commercial/retail services.

### **RESULT 2:**

**In alignment with the long-range regional Transportation Plan and working partners (Yavapai Plan, ADOT, etc.), the City will continue to champion the development of a regional network to include the highway system and regional roadways.**

### **RESULT 3:**

**By July 2027, through the development of a long-term Water Management Plan that includes a focus on infrastructure, distribution and delivery, conservation, capacity, and safety, the community will experience safe potable water within the water service area boundary.**

### **RESULT 4:**

**By July 2027, 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 residents and employees so they can live, work and be engaged in the Prescott community.**

### **RESULT 5:**

**By December 2028, complete a master plan for the Rodeo/Fairgrounds, at least \$15.3 million in repairs or improvements, a plan for future maintenance and investment, and relevant lease updates.**

## **RESULT 6:**

**By July 2028, the community will have the ability to successfully complete calls through their cellular/mobile devices at any place within the City of Prescott.**

## **RESULT 7:**

**By July 2028, complete a comprehensive water and sewer utility condition analysis and replacement plan.**

## **RESULT 8:**

**By July 2029, expand passenger terminal parking and complete a terminal development plan to facilitate safe and efficient movement of people and vehicles at the airport.**



# **STRATEGIC PRIORITY #4**

## **PRESERVING AND PROTECTING NATURAL ENVIRONMENT AND COMMUNITY LIVABILITY**

### **RESULT 1:**

**By July 2030, through regional cooperation, partnerships, and updates to the Land Development Code regarding standards for the 25% open space requirement, the community will experience increased trail connectivity, outdoor recreation opportunities and meaningful wildlife corridors.**

### **RESULT 2:**

**By July 2027, complete and adopt a Parks and Recreation Master Plan with a phased implementation strategy that identifies future investment priorities, timelines, and funding mechanisms for parks, trails, recreation amenities, tree canopy, open space, and other community-identified priorities.**



### **RESULT 3:**

**By July 2027, develop and adopt an Open Space Acquisition Framework that establishes clear criteria for evaluating potential acquisitions, ensuring decisions reflect community benefit, fiscal responsibility, and strategic investment across the Parks and Recreation system.**

### **RESULT 4:**

**By July 2029, expand library services for North Prescott.**

### **RESULT 5:**

**By December 2030, complete watershed restoration projects that improve water quality, recreation activities, and increase riparian corridor health and resilience through cleaner and more consistent creek flow to Watson, Willow, and Goldwater Reservoirs.**



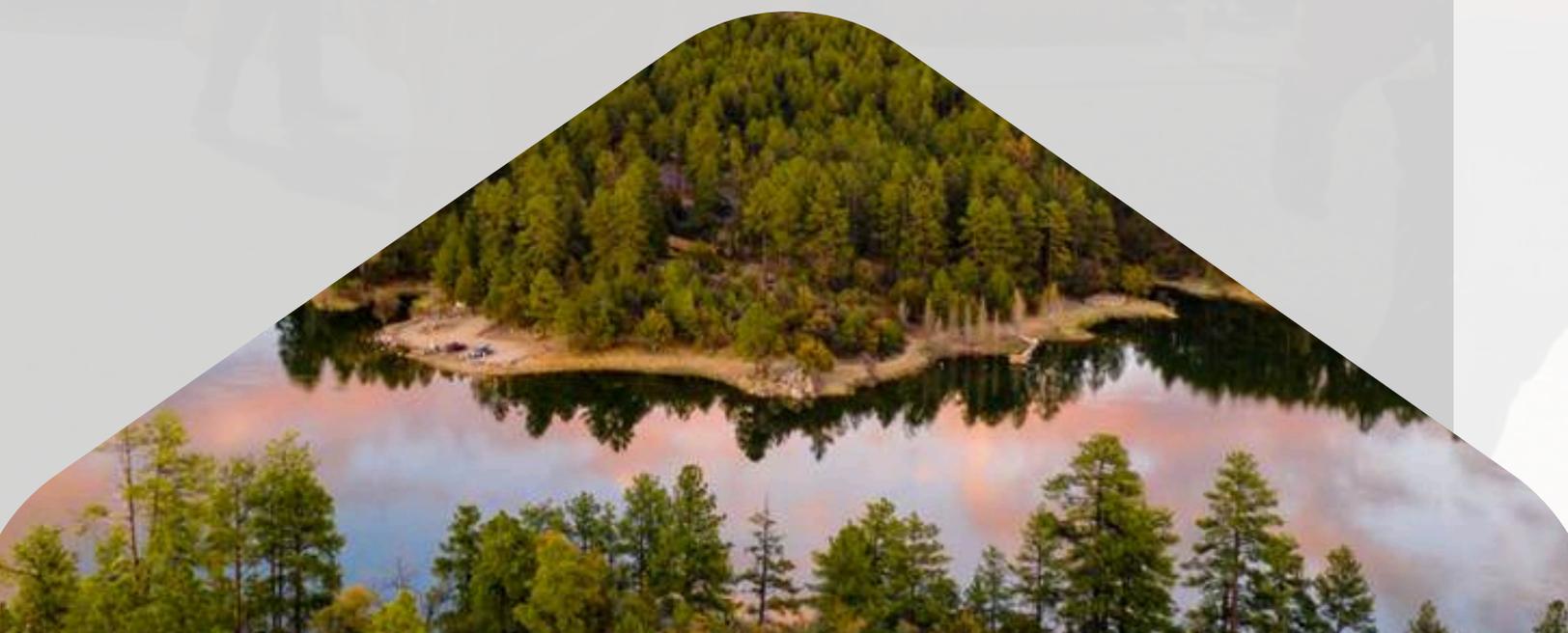
# STRATEGIC PRIORITY #5

## GOOD GOVERNANCE

### RESULT 1:

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

1. By July 2026, the community will receive updated performance information and trends about results at the Department level.
2. To ensure fiscal transparency and accountability, by July 2026 the City's budget will include performance indicators. To further increase financial transparency and accountability, the City will use priority-based budgeting integrated with long-term forecasting.



## **RESULT 2:**

**By July 2027, the City will expand public information and community engagement by:**

1. Hosting a no-cost State of the City event at least annually.
2. Hosting at least four town halls or community engagement events annually.
3. Sponsoring a booth at the farmer's market or other public event at least twelve times annually.
4. Attending at least twelve neighborhood meetings annually.

## **RESULT 3:**

**By July 2027, the City will continue and enhance regional cooperation, relationships, and advocacy by:**

1. Actively participating in regional conversations around water, open space, transportation, wildlife corridors, trail connectivity, economic development, housing, and other topics that are vital to our way of life.
2. Tenacious state and federal advocacy for legislation and funding that improves quality of life for Prescott, our regional partners, and rural Arizona.