

Camp Verde

ARIZONA



Town of Camp Verde Strategic Plan Supplemental Documents
- FY 2026 Action Plan -



Town of Camp Verde Strategic Plan FY 2026 Action Plan

Resilient Economy

Goal #1: Increase tourism and retail-related revenue by 2027

FY 2026 Action Items	Responsible Party(ies)
Launch tourism marketing strategy to increase tourism revenue and visitation and leverage the expertise of the Tourism Working and Engagement Group.	Economic Development
Implement marketing campaigns to stimulate local resident and visitor spending. Explore how to further promote local businesses. Leverage partnerships such as the Greater Verde Valley Chamber of Commerce.	Economic Development
Continue proactive outreach to retail developers and boost retail and business recruitment by increasing Town participation/representation at retail development events (e.g. ICSC).	Economic Development
Expand efforts through social media campaigns, potential influencer partnerships, regional partnerships, and the Arizona Office of Tourism (AOT) rural cooperative initiatives.	Economic Development
Continue to track and monitor relevant sales tax data.	Finance Economic Development
Explore merchandising opportunities at the Visitor Center and Town events as well as credit card payment capability.	Finance Economic Development Parks & Recreation
Utilize Technical Review Committee Meetings for developers which provides an opportunity to review the concept at a very general level and discuss how the proposal may align with existing development codes and policies.	Community Development Economic Development
Enhance digital presence with business success stories.	Economic Development
Increase education and training for businesses at the BRIC.	Economic Development
Streamline business licensing process to include online application and payment.	Town Clerk Finance
Recommend a comprehensive zoning code update to limit RV stays to less than 30 days.	Community Development
Encourage the continuation of the Opportunity Zone benefits beyond its expiration date of 2026.	Economic Development Community Development



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Resilient Economy

Goal #2: Create a vibrant and active downtown heritage area through collaborative partnerships.

FY 2026 Action Items	Responsible Party(ies)
Promote the downtown heritage area of Camp Verde as a destination for tourists and a source of community pride.	Economic Development
Facilitate a dedicated local coalition to champion downtown heritage area promotion.	Economic Development
Identify organizations and/or individuals interested in hosting events in the downtown heritage area.	Economic Development Parks & Recreation
Explore and implement initiatives to increase sales revenue for downtown heritage area businesses.	Economic Development



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Recreation and Activities

Goal #1: Adopt a Parks and Recreation Master Plan with 50% funding for priority #1 projects incorporated into the CIP by June 30, 2026.

FY 2026 Action Items	Responsible Party(ies)
Start Master Plan execution in accordance with funding prioritization.	Parks and Recreation Public Works

Goal #2: Retain and promote Dark Sky designation

FY 2026 Action Items	Responsible Party(ies)
Re-engage with the local Dark Sky Chapter to help with education and engagement.	Parks and Recreation Economic Development
Identify liaisons for Dark Sky Chapter to include at least one Town Council member, one Town staff member and one member from the Parks and Recreation Commission.	Town Manager Parks and Recreation
Collaborate with the local Dark Sky Chapter to host and leverage Dark Sky events.	Library Parks and Recreation
Identify and execute citizen and business education about Dark Sky initiatives and regulations (e.g. Lumens)	Community Development Library Parks and Recreation
Identify funding to acquire telescopes for additional community education and engagement.	Library



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Recreation and Activities

Goal #3: Increase total number of events through partnerships.

FY 2026 Action Items	Responsible Party(ies)
Identify partner groups to hold events that attract and serve desired demographics.	Parks and Recreation
Promote the use of the Sports Complex. Identify possible events to serve the residents and to attract visitors to the site. Create an information campaign to promote the Sports Complex as a tourism asset.	Parks and Recreation Economic Development
Create and implement a special event application packet. Ensure it is simple, user-friendly, easily available, and includes clear timelines.	Town Clerk Parks and Recreation
Create an open-container permit.	Town Clerk Parks and Recreation
Secure and implement a facility-reservation system.	Parks and Recreation



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Community Infrastructure

Goal #1: Quantify the impact of future development on water, sewer and electric infrastructure to assess system capacities, identify constraints and support sustainable growth planning by June 30, 2027.

FY 2026 Action Items	Responsible Party(ies)
Collaborate and start a regional groundwater model.	Utilities Community Development
Execute the Growing Water Smart Action Plan.	Utilities Community Development Economic Development
Draft the Town's buildout plan, which will include quantifying potential development and related infrastructure needs.	Utilities Public Works Community Development Economic Development

Goal #2: Adopt a Facilities Master Plan with identified funding structure by June 30, 2026.

FY 2026 Action Items	Responsible Party(ies)
Select a consultant to complete the Town's Facilities Master Plan.	Town Manager Public Works
Complete development of the Facilities Master Plan.	All Departments



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Effective Government

Goal #1: Increase citizen satisfaction each year for five years.

FY 2026 Action Items	Responsible Party(ies)
Update and educate the community on the completion of projects and the related public benefits.	All Departments
Expand social media efforts by incorporating more human-interest stories and leveraging a personal angle. Provide a recap of Council, Board and Commission meetings.	Town Manager Marshal's Office Economic Development Library Parks and Recreation
Invest in a new website that prioritizes community engagement, accessible information, and ease of use.	Town Manager Town Clerk
Create opportunities for Town Staff, Boards, and Commissions to interact more with the public (e.g. info booths and integration into current events).	Town Manager Community Development Parks and Recreation
Explore additional community outreach opportunities such as "Town Talk" articles, and intentional news releases and educational pieces.	Town Manager All Departments
Continue the annual satisfaction survey and compare it year over year.	Town Manager
Conduct customer service training for all staff. Ensure that citizen complaints are acknowledged promptly.	All Departments
Prioritize high-quality Weekly Town Manager Updates.	Town Manager
Encourage more community engagement by celebrating departments, providing tours, and hosting open houses.	All Departments
Educate the community (e.g. videos, write op-eds, etc.) on Town finances, particularly on Town revenue and expenses.	Finance
Create an internal, coordinated communications taskforce.	Town Manager



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Effective Government

Goal #2: Cultivate a community-driven culture of civic engagement and public participation

FY 2026 Action Items	Responsible Party(ies)
Conduct robust engagement on the draft General Plan.	Town Manager Community Development
Hold Citizen's Academy bi-annually. Explore how to include tours.	Town Manager
Utilize Town Manager working groups more for key community issues and Town priorities.	Town Manager
Develop a more robust recruitment process for Town Board and Commission vacancies.	Town Manager Town Clerk
Highlight and market Town volunteer opportunities.	Human Resources
Work with the High Schools to reactivate the youth/teen council.	Town Manager
Launch the "Tell-a-Librarian" Program to get public input and feedback on issues.	Library



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Effective Government

Goal #3: Retain, develop, and engage a highly effective workforce.

FY 2026 Action Items	Responsible Party(ies)
Provide regular statistics on turnover rates to Town Department Directors and Town Council.	Human Resources
Execute the Core Values Action Plan.	All Departments
Incorporate interdepartmental interaction complete with site visits into the Core Values Action Plan.	All Departments
Create an action plan in response to the annual employee engagement survey.	Town Manager Human Resources
Continue to evaluate COLA & merit-based pay adjustments.	Town Manager Human Resources
Create a policy to address certifications and raises.	Town Manager Human Resources
Create a pay step program that will include additional classifications and a career ladder.	Town Manager Human Resources
Annually track market wage evaluations and share with Town Council.	Town Manager Human Resources