



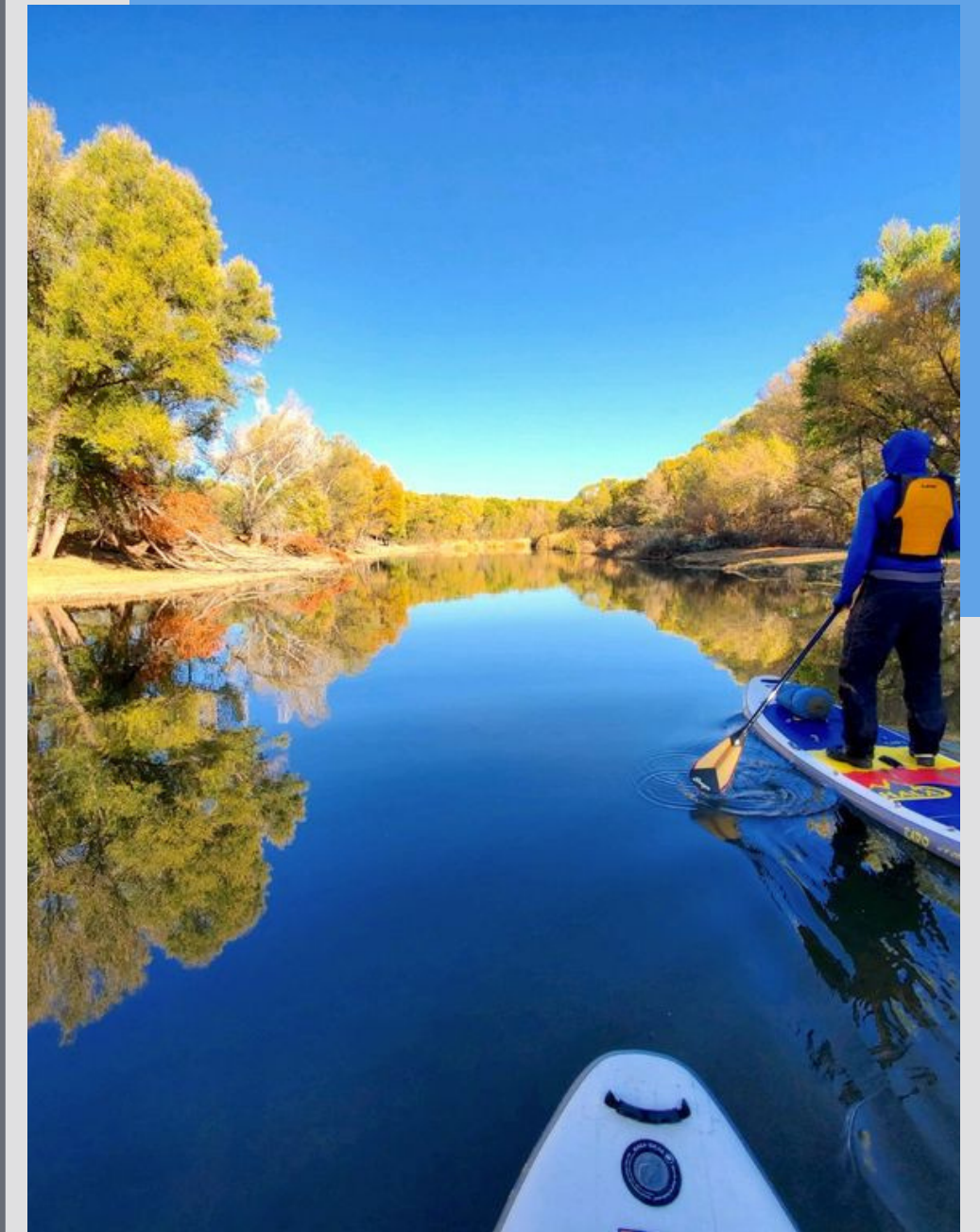
FY2027 STRATEGIC PLAN

Strategic Plan

The Town of Camp Verde Strategic Plan was originally developed by Council and staff in January 2024 and updated during a one-day work session in March 2026. At that time, Council update its priorities for the FY25–30 Strategic Plan, and staff developed the FY2027 Action Plan to align specific, measurable goals with that direction.

This plan identifies key priorities requiring strategic focus over the next 3–5 years. It is not intended to capture all operations, but rather to guide investment and effort in areas of greatest importance. As a living document, action items will be updated annually, and focus areas will evolve as priorities are achieved and new needs emerge.

The Strategic Plan is grounded in the Town’s Vision, Mission, and Core Values. Together, these elements guide decision-making, organizational actions, and long-term success for the Camp Verde community.



Vision & Mission



VISION

Camp Verde is welcoming; a safe community, a vibrant economy, thoughtfully growing, and offering an exceptional quality of life.



MISSION

We serve by honoring our past and embracing our future.

Core Values

Respect, Sustainability,
Accountability,
Collaboration,
Leadership, Integrity,
Excellence, and
Diversity.





Strategic Focus Areas



**Legislative
Advocacy**



**Infrastructure
Capacity**



**Strategic Growth &
Economic Vitality**



**Revenue
Stability**



**Workforce
Development**

Legislative Advocacy Goals



Develop and implement a coordinated legislative advocacy strategy that identifies and prioritizes key issues impacting Camp Verde.



Strengthen relationships with state legislators, agencies, and regional partners by leveraging partnerships



Pursue cross-jurisdictional collaboration to proactively represent the Town's interests, influence policy outcomes, and expand access to resources.

Legislative Advocacy Action Plan

Action Item	Responsible Department
Develop and adopt an annual legislative agenda identifying priority bills and policy positions for each session.	Town Council
Coordinate with regional partners to align advocacy efforts and address shared priorities.	Town Council
Implement a system to track and monitor legislation impacting Camp Verde.	Town Manager
Evaluate and pursue additional capacity, such as a contract lobbyist, to strengthen legislative engagement.	Town Manager
Establish and maintain relationships with leadership across key Arizona state agencies.	Town Council / Town Manager
Host regular “Camp Verde at the Capitol” and local engagement opportunities to communicate Town priorities.	Town Council / Town Manager
Increase participation and influence within the League of Arizona Cities and Towns, including representation in leadership roles.	Town Council

Infrastructure Capacity Goals



Expand water storage capacity to support current demand and future growth.



Extend and strategically expand the sewer system to support economic development, protect public health, and safeguard environmental resources.



Maintain, repair, and modernize existing utility infrastructure to ensure long-term reliability, efficiency, and service continuity.

Infrastructure Capacity Action Plan

Action Item	Responsible Department
Design and initiate construction of the Verde Commercial water storage tanks to increase system capacity and reliability.	Utilities
Execute a development agreement and complete the transfer of the Verde Valley Community Development Organization property to secure a future water storage site.	Utilities
Evaluate and consider amendments to the Planning & Zoning Ordinance to require water storage systems in new developments.	Utilities / Community Development
Secure funding for the acquisition of the High View property designated for future well and water storage infrastructure.	Utilities / Finance
Complete installation of arsenic treatment systems at the Mongini well site to ensure regulatory compliance and water quality.	Utilities
Adopt the Rural Water Management Ordinance to guide sustainable water use and future development.	Utilities / Community Development



Infrastructure Capacity Action Plan

Action Item	Responsible Department
Establish a Municipal Improvement District (MID) along the Highway 260 corridor to support infrastructure expansion.	Utilities / Finance / Town Manager
Complete final design and initiate construction of Phase 1 of the Highway 260 sewer extension project.	Utilities
Reassess and update the long-term buildout plan for the Wastewater Treatment Plant to align with projected growth and capacity needs.	Utilities
Promote and facilitate participation in county cesspool funding programs to improve environmental and public health outcomes.	Utilities
Actively pursue grant funding opportunities to support infrastructure development, replacement, repair, and system resiliency.	Utilities / Finance

Strategic Growth & Economic Vitality Goals



Streamline and modernize the development review process to improve efficiency, predictability, and customer service.



Strengthen targeted business attraction and retention efforts that align with Camp Verde's economic vision and community character.



Proactively market Camp Verde to support economic growth, tourism, and investment opportunities.

Strategic Growth & Economic Vitality

Action Plan

Action Item	Responsible Department
Adopt and implement the comprehensive Planning & Zoning Ordinance, including updated development review standards.	Community Development
Implement the Versaterm customer service platform within Community Development to enhance service delivery and capture real-time customer feedback.	Community Development
Develop GIS-based infrastructure layers that integrate Capital Improvement Projects to provide developers with visibility into planned infrastructure.	Utilities / Public Works / Community Development
Finalize and maintain a comprehensive vacant parcel inventory to support development and marketing initiatives.	Community Development / Economic Development
Implement the Town's Wayfinding Plan and initiate installation of priority signage following ADOT approval.	Economic Development / Community Development / Public Works
Issue at least one monthly press release highlighting Camp Verde's economic development initiatives and community assets.	Economic Development



Strategic Growth & Economic Vitality

Action Plan

Action Item	Responsible Department
Define target industry sectors and identify top 20 prospective businesses within five key sectors, and leverage a national broker network (top 600 list) to actively market key commercial properties and support targeted business recruitment.	Economic Development
Participate in at least one trade show per quarter to support targeted business attraction and economic development efforts.	Economic Development
Develop and deliver a quarterly small business and economic development program providing training, tools, and marketing support.	Economic Development
Establish regular in-person outreach, connecting with at least ten local businesses per month to strengthen relationships and provide support services.	Economic Development
Develop and launch a comprehensive community events calendar and platform to better coordinate and promote Town events across departments.	Economic Development / Parks & Recreation
Conduct at least two familiarization tours annually with commercial brokers and prospective businesses to showcase development opportunities.	Economic Development

Revenue Stability Goals



Implement a centralized grants management program to identify, pursue, and administer external funding opportunities.



Strengthen long-term financial sustainability through diversified revenue strategies and proactive financial planning.



Explore and leverage public-private partnerships to support strategic infrastructure and community investment.

Revenue Stability Action Plan

Action Item	Responsible Department
Hire a dedicated Grants Manager to proactively pursue, secure, and administer all Town grant opportunities.	Town Manager
Implement a centralized grants tracking system to monitor awards, compliance, and match funding impacts for future budget planning.	Town Manager / Finance
Finalize and adopt a comprehensive grant management policy in alignment with the Thriving Communities framework.	Town Manager / Finance
Evaluate and implement diversified revenue opportunities, including user fees, cost recovery models, and enterprise fund adjustments.	Finance
Develop a GIS-based buildout strategy for the Highway 260 corridor to identify and prioritize opportunities for public-private partnerships aligned with future development.	Economic Development / Utilities
Expand sponsorship opportunities for key Town events, including festivals, State of the Town, and the 40th Anniversary, to increase external funding support.	Economic Development / Parks & Recreation
Leverage the See My Legacy platform to develop and implement targeted fundraising and partnership campaigns.	Parks & Recreation

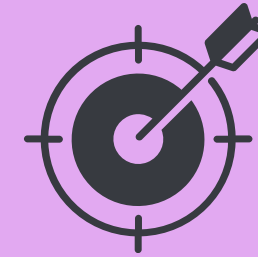
Workforce Development Goals



Improve compensation structures to remain competitive in the regional labor market and attract and retain high-quality employees.



Evaluate and enhance employee benefits to support workforce stability, recruitment, and retention.



Expand training, professional development, and leadership opportunities to strengthen organizational capacity.

Workforce Development Action Plan

Action Item	Responsible Department
Conduct a comprehensive market compensation analysis and present findings to Council and the community.	Human Resources
Implement FY27 compensation adjustments, including market alignment, cost-of-living adjustments (COLA), and merit-based increases.	Town Manager / Finance / Human Resources
Establish a structured step plan for the Camp Verde Marshal's Office (CVMO) to maintain competitiveness with regional agencies.	Town Manager / Finance / Human Resources
Expand employee education and communication on benefits through quarterly benefits and wellness updates.	Human Resources
Develop and distribute individualized total compensation statements outlining wages and the full value of employee benefits.	Human Resources
Conduct a cost-benefit analysis of current health insurance plans to ensure competitiveness and fiscal sustainability.	Human Resources

Workforce Development Action Plan

Action Item	Responsible Department
Reestablish and enhance the Employee Assistance Fund to provide flexible support for employee needs.	Human Resources / Finance
Review and update paid time off policies, including modernization of the holiday leave program.	Human Resources / Finance
Launch an Emerging Leaders Academy to support development of mid-level and aspiring leaders.	Town Manager / Human Resources
Develop a department-driven training matrix that identifies required certifications and training to inform budget planning.	All Departments
Conduct a comprehensive skills gap analysis to assess workforce capabilities and align training and recruitment strategies accordingly.	All Departments

**THANK
YOU**

