

Camp Verde

ARIZONA



Town of Camp Verde Strategic Plan FY25-FY30 (Updated April 2025)

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Strategic Plan

This strategic plan was initially created by the Town of Camp Verde Council and Staff in January 2024. In February 2025, the Council and Staff reconvened for a two-day work session to build upon the foundation laid the previous year. During the work session, the Council reaffirmed and updated its priorities for the FY25–30 Strategic Plan and staff developed a “FY2026 Action Plan”, aligning specific and measurable goals with the updated direction.

The strategic plan is intended to highlight issues and areas of effort requiring strategic investment for a 3-5 year period. Strategic plans intentionally do not capture the full scope of operations for an organization, but rather they focus on key areas that require strategic efforts. This plan is meant to be a living document that evolves over time to meet the changing needs of the community. Action items will change annually. Focus areas or goals will evolve over the longer term as items get completed and new opportunities and needs become apparent.

Community vision, organizational mission and core values are essential elements that we’ve embedded in our Strategic Plan to ensure success in Camp Verde. Our Vision reflects our ambition for Camp Verde in 20 years. It describes our long-term goals, dreams and aspirations for the community. Our Mission shows the actions our municipal organization will take in support of realizing that vision. Our Core Values are the essential and enduring principles that guide our individual actions, our interactions and our decision-making in support of our organization’s mission and the achievement of our community’s vision.

The relationship between community vision, organizational mission, focus areas, goals and objectives, core values and operational decisions and actions are central to Camp Verde’s success moving forward.



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.



Core Value Definitions



Accountability

We take responsibility for our actions. We value open and candid communication, access to information, and honesty and consistency between our words and actions. We take our role as stewards of public funds and resources seriously and manage them with transparency.



Collaboration

We work with individuals, teams and organizations to share knowledge and use our collective expertise to foster deeper engagement and shared responsibility. We value and promote civil discourse and focus on possibilities instead of problems. We create a culture that encourages teamwork, sharing of resources, and partnerships.



Diversity

We value the strengths that result from inclusion, respect, and tolerance for different perspectives, experiences, and identities. We expect a culture of humility and continuous learning where we reflect on lessons learned, question the status quo, and create an inclusive community where all feel supported and heard.



Excellence

We are dedicated to excellence and innovation. We set strategic and ambitious goals and approach every challenge with a determination to succeed. We embrace creativity and seek traditional and nontraditional solutions. We strive to improve every day.



Integrity

We align our values, work, and actions. We are honorable, trustworthy, reliable, responsive and transparent. We do what is right and strive for the highest moral and ethical behavior.



Leadership

We step forward, both as an organization and as individuals, to make a positive difference for our community. We exhibit professionalism, humility, and compassion. By collaborating with others, we move toward our goals.



Respect

We conduct Town business with courtesy and civility to create an environment of trust and safety. We are responsive and work actively to eliminate barriers, ensuring full participation in organizational and community life. We treat people as we would like to be treated.



Sustainability

We meet the economic, environmental, and social needs of the present without compromising the ability of future generations to meet their own needs. We measure progress through improvement to the health and well-being of our residents, environment, and economy.

Focus Areas



Resilient Economy

A diversified economy that supports the community's ability to grow, thrive, and adapt.



Recreation & Activities

Enhancing our unique location and historic culture through building, maintaining, and marketing amenities and events while engaging the community.



Community Infrastructure

The public structures and facilities that support community and economic development. Infrastructure expansion and maintenance is planned through fiscally responsible policies.



Effective Government

An awareness of citizen needs and providing necessary services through fiscal responsibility, transparency, innovative business practices, use of new technology, investing in employees, and leveraging Town partnerships.





Resilient Economy

A diversified economy that supports the community's ability to grow, thrive, and adapt.

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

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



Recreation and Activities

Enhancing our unique location and historic culture through building, maintaining, and marketing amenities and events while engaging the community.

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

Goal #2: Retain and promote Dark Sky designation.

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





Community Infrastructure

The public structures and facilities that support community and economic development. Infrastructure expansion and maintenance is planned through fiscally responsible policies.

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.

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



Effective Government

An awareness of citizen needs and providing necessary services through fiscal responsibility, transparency, innovative business practices, use of new technology, investing in employees, and leveraging Town partnerships.

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

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

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



Moving Forward with the Plan

- Town Manager to present quarterly progress reports on the Action Plans.
- Annually revisit the Action Plan with the Town Council.
- Connect items in Agenda Information Memorandums to the Strategic Plan Focus Areas & Goals.
- Communicate the Strategic Plan to the community.

New Ideas or Opportunities

As Camp Verde progresses through the years working with the Strategic Plan priorities and the additional operational workload of Staff, it's common for additional ideas or desired initiatives to be proposed. In order to help the Camp Verde team stay on track towards strategic priorities, the Council and Staff team discussed how they want to work with the plan moving forward to ensure everyone is on the same page for what to expect in terms of reporting and what to do when new ideas or opportunities arise.

How we'll Evaluate Ideas not in the Plan

- How does this idea fit within our existing plan?
- How does this new idea rank among the existing strategic priorities?
- What will NOT get done in order to accommodate the new priority?
- Is this idea attainable with given available resources?



CAMP VERDE

THE OLDEST SETTLEMENT IN THE VERDE VALLEY. SITE OF HISTORIC FORT VERDE. THE FIRST SETTLERS CAME INTO THE VALLEY IN FEBRUARY, 1865. FOLLOWED BY THE MILITARY IN AUGUST, 1865. ORIGINAL MILITARY AND HISTORIC BUILDINGS STILL STAND.

Town of Camp Verde
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