



City of Buffalo

2025 Strategic Plan

2025 Strategic Plan

- Develop a Long-Term Direction
- Discussion and evaluation of current conditions
- Development of a Goals Plan



CORE STRATEGIES



2025 Strategic Plan Long-Term Core Strategies

- **Maintain Small-Town Feel**

- Living spaces for all walks of life
- Accessible, available, and approachable public services and City Hall.
- Maintain a close-knit, welcoming atmosphere through community events, neighborhood engagement, and public spaces where people can gather.
- Ensure access to high-quality parks, trails, and recreational amenities that serve all ages.
- Enhance relationships and support community partners wherever and whenever possible, including schools, churches, business organizations, non-profits, athletic associations, etc.

2025 Strategic Plan Long-Term Core Strategies

- **Balanced Growth**

- Attract and retain a mix of businesses, large and small, to strengthen the tax base, utility services, provide local jobs, and opportunities for all generations.
- Foster commercial and industrial development through expanding municipal services while preserving the community's character.
- Encourage a balanced housing market with options to meet the needs of all residents.

2025 Strategic Plan Long-Term Core Strategies

- **Safe, Welcoming, and Connected Community**
 - Prioritize public safety initiatives to ensure residents feel secure in their homes, businesses, and public spaces.
 - Foster a respectful atmosphere where all residents feel valued and included through community events, public engagement, and volunteer opportunities.
 - Encourage civic participation and strong neighborhood connections to build a sense of belonging and shared responsibility for the community's success.
 - Support community connectivity by investing and executing on a variety of communications mediums to engage with residents.

2025 Strategic Plan Long-Term Core Strategies

- **A Destination for Living, Working, and Visiting**
 - Develop vibrant retail, dining, entertainment and outdoor recreation options that attract and retain residents and visitors.
 - Enhance community and lakefront areas to create a unique and inclusive atmosphere.
 - Invest in infrastructure and technology that supports long-term sustainability and accessibility.
 - Grow a sense of pride, excitement, and energy in all of Buffalo, including downtown.

2025 Strategic Plan Long-Term Core Strategies

- **Innovative and Forward-Thinking Governance**

- Ensure transparent decision-making, clear communication, and accessibility of staff and information sources for residents.
- Maintain a fiscally sound government with competitive taxes and utility rates, responsible use of debt, and a budget that reflects community priorities.
- Embrace ingenuity and adaptability in city operations to efficiently serve the community's evolving needs.

2025 Strategic Plan Long-Term Core Strategies

- **Community-Centered Service and Engagement**
 - Foster a culture of responsiveness, respect, and teamwork among city staff to provide efficient, high-quality services.
 - Provide opportunities and engagement for community, such as open houses and other involvement methods.
 - Make residents aware City services are available through different styles of communication.
 - Ensure all residents have access to city services, support, and resources, making interactions with the city seamless and helpful.

2025 Strategic Plan Long-Term Core Strategies

- **Strong and Resilient Operations**
 - Plan for long-term financial sustainability while investing in infrastructure, public safety, and essential services.
 - Promote and lead environmentally responsible practices to maintain parks, green spaces, and a clean, livable environment by focusing on key elements, such as water quality.
 - Maintain and empower a workplace culture that values employees, encourages professional growth, and fosters a sense of purpose in public service.

2025 Strategic Plan

High Priority Goals

1. Facilitate and prioritize business development, including growth of the industrial park, by expanding BRE programs, establishing an economic development authority, marketing business benefits, and attracting additional short-term lodging options.
2. Conduct staffing analysis, develop plan, and consider options for reducing consulting/contract related costs, such as consultant engineering, contracted building inspections, and facility/vehicle maintenance.
3. Examine utility governance structure and establish a Public Utilities Commission.
4. Develop and invest in a Strategic Communications Plan.
 - a. Enhance public communication and education of city business, especially finances.
 - b. Hire communications/community engagement staff.
 - c. Utilize available communication mediums.
 - d. Develop professional branding to promote advantages and benefits of Buffalo.
5. Implement strategies and actions to enhance downtown as a destination.
 - a. Capitalize on assets and encourage improvements that draw people to downtown, such as a marina on Buffalo lake, redevelopment of the former cinema building, and unique experiences.
 - b. Consider programs that incentivize greater private investment in business and restaurants.
6. Facilitate the successful redevelopment of the former Wright County Government Center site.
7. Support and partner with Wright Technical Center to expand job/career training opportunities and find synergies with municipal needs.
8. Pursue airport expansion to support business development.

2025 Strategic Plan

Opportunity Goals

- Conduct financial and comprehensive planning for infrastructure systems, complete a utility rate study, and develop a model for long-term sustainability.
- Complete connections of trail system to serve as both community transportation and market as a regional attraction.
- Expand programs and use of Civic Center/Recreation Center that generate additional revenue to be self-sufficient, including a potential local option sales tax.
- Implement facility needs study and consider municipal campus options.



2025 Strategic Plan

High Priority/ Committed

Several projects were discussed that are already underway and/or have been committed to. Given the forward-looking nature of this planning process, these projects were not included the goals section, but warrant stating. They are listed in no particular order below:

- Community Center/Splash Pad
- Veterans' Park relocation
- Electric Substation #2
- AMI metering
- Buildout of municipal fiber system



2025 Strategic Plan Implementation



Linking Long-Term
Direction to Short-Term
Action Plans



Develop Action Plans -
measurables, action
steps, resource needs



Keep consistency and
focus in uncertain
times



Communication within
organization and
community



Implement and
monitor progress