

Goal: Ensure Adequate Infrastructure to Support Development

Objective: Identify and Prioritize Needed Road Improvements

Actions	Duration	Timeline	Who's Responsible?
Conduct street inventory to determine condition of all city streets	3 Months	October – December 2007	City Staff
Hold Town Hall meeting to present results and hear citizen concerns	1 Month	January 2008	City Staff
Develop prioritized list of road improvements, starting with those areas that are safety issues	3 Months	January – March 2008	City Staff
Develop budget for needed improvements	1 Month	April 2008	City Staff
Implement road improvement plan	On-going	On-going	City Staff

Possible Partners?

Bastrop County, Texas Department of Transportation

How will you measure success?

Street improvement plan adopted and work begun by May 2008
 Roads are consistently maintained and improved

Estimated funding needed and possible sources?

Dependent on identified improvements and amount of work to be done
 State and Federal grants may be available, partnership with County, potential bonds

Goal: Ensure Adequate Infrastructure to Support Development

Objective: Identify and Prioritize Needed Water and Wastewater Improvements

Actions	Duration	Timeline	Who's Responsible?
Work with City Engineer and staff to identify areas in need of upgrades and improvements	3 Months	October – December 2008	City Staff, City Engineer
Utilize future land use plan to prepare for where growth is likely to occur	On-going	On-going	City Staff, City Engineer
Develop policy to 'oversize' new utility lines when feasible to support additional future growth	3 Months	October – December 2008	City Staff, City Engineer, City Council
Coordinate activities with street plan to minimize conflicts and reduce potential for a newly repaired street to be torn up for water or wastewater repairs	On-going	On-going	City Staff, City Engineer
Develop Capital Improvements Plan to coordinate repairs and upgrades and budget accordingly	3 Months	April – June 2008	City Staff, City Council

Possible Partners?

Developers

How will you measure success?

Capital Improvement Plan adopted by June 2008 for FY 2009 budget cycle

Utilities routinely oversized when installed to serve future growth

Upgrades and improvements coordinated with street repairs

Estimated funding needed and possible sources?

\$10,000 - \$25,000 for Capital Improvement Plan

Dependent on amount of upgrades and improvements necessary

State and Federal grants

Bonds and / or Certificates of Obligation

Goal: Ensure Adequate Infrastructure to Support Development

Objective: Determine Planning Thresholds for Capacity Expansion and Water and Wastewater Facilities

Actions	Duration	Timeline	Who's Responsible?
Utilize Demographic Analysis to estimate when population will reach threshold for expanding treatment capacity	1 Month	October 2007	City Staff, City Engineer
Include this in the Capital Improvements Plan to ensure it is budgeted for appropriately	3 Months	April – June 2008	City Staff, City Engineer

Possible Partners?

Texas Commission on Environmental Quality, Texas Water Development Board

How will you measure success?

Needed improvements included in Capital Improvement Plan and budgeted accordingly

Estimated funding needed and possible sources?

\$10,000 - \$20,000 for engineering studies for facility expansion

\$250,000 - \$1,000,000 for expansion depending on need

Goal: Ensure Adequate Infrastructure to Support Development

Objective: Monitor Carrizo Wilcox Aquifer to Ensure it Remains Viable as Water Source

Actions	Duration	Timeline	Who's Responsible?
Work with groundwater district, Aqua Water, and others to monitor pumping and other activities related to the aquifer	On-going	On-going	City Staff, area water providers

Possible Partners?

Aqua Water, developers, other water providers

How will you measure success?

Carrizo Wilcox is maintained as viable water source

Estimated funding needed and possible sources?

Staff Time

Goal: Review and Update Subdivision and Zoning Ordinance
Objective: Review Ordinances from Other Communities to Identify Best Practices

Actions	Duration	Timeline	Who's Responsible?
Contact area cities and look on the internet for similar communities and review their ordinances	3 Months	October – December 2007	Planning Commission, City Attorney
Identify what, if any, updates should be made to existing ordinances	3 Months	January – March 2008	Planning Commission, City Attorney
Conduct Town Hall meetings and workshops with property owners, developers, and citizens to get their feedback and input on potential changes	3 Months	April – June 2008	Planning Commission, City Attorney, City Council

Possible Partners?

LCRA Community and Economic Development Department, other communities

How will you measure success?

Recommendations for improvements presented to City Council in June 2008

Estimated funding needed and possible sources?

City Attorney fees

Goal: Review and Update Subdivision and Zoning Ordinance

Objective: Update Ordinances to Support Land Use Goals

Actions	Duration	Timeline	Who's Responsible?
Utilize recommendations from Planning Commission and update ordinance	3 Months	June – August 2008	City Attorney, Planning Commission, City Council
Present draft ordinances to public in Town Hall meetings	3 Months	September – November 2008	City Council, Planning Commission
Adopt new ordinances to reflect goals of Comprehensive Plan	1 Month	December 2008	City Council

Possible Partners?

LCRA Community and Economic Development Department

How will you measure success?

New Ordinances adopted by December 2008

Estimated funding needed and possible sources?

City Attorney fees, Staff Time

Goal: Consider Incentives to Promote Quality Growth

Actions	Duration	Timeline	Who's Responsible?
Review other communities' policies to determine best practices	6 Months	January – June 2008	City Staff, Planning Commission
Determine potential budget for any incentives to be considered	3 Months	June – August 2008	City Staff, Planning Commission, City Council
Determine what will be required from the developer to receive incentives (such as affordable housing or park set asides)	3 Months	June – August 2008	City Staff, Planning Commission, City Council, developers
Determine if an incentive policy is appropriate for Smithville	3 Months	September – November 2008	City Council
Develop incentive policy if it is found to be appropriate	3 Months	January – March 2009	City Council

Possible Partners?

Developers, other communities, Bastrop County

How will you measure success?

Incentive plan considered by November 2008

If appropriate, then adopted by March 2009

Estimated funding needed and possible sources?

Dependent on incentives offered, many incentives may not require outlay of funds, but may be a reduction in fees, etc.

Goal: Establish Higher Education Opportunities in Bastrop County

Objective: Work with Opportunity Bastrop County to Pursue Efforts

Actions	Duration	Timeline	Who's Responsible?
Identify representative to work with Opportunity Bastrop County Steering Committee	3 Months	September – November 2008	Steering Committee
Provide information and assistance to the group as needed to market Bastrop County	On-going	On-going	Steering Committee

Possible Partners?

Opportunity Bastrop County

How will you measure success?

Relationship with Opportunity Bastrop County established
 Smithville considered as location for higher education facility

Estimated funding needed and possible sources?

Minimal

Goal: Establish Higher Education Opportunities in Bastrop County

Objective: Contact ACC and Blinn College to Establish Relationship

Actions	Duration	Timeline	Who's Responsible?
Utilize demographic analysis and partnership with Opportunity Bastrop County to sell Bastrop County	3 Months	January – March 2008	Steering Committee
Establish on-going dialogue and partnership with the institutions	On-going	On-going	Steering Committee
Review any assistance that may be offered to recruit a satellite campus or distance learning center	6 Months	March – September 2008	Steering Committee

Possible Partners?

Opportunity Bastrop County, Austin Community College, Blinn College

How will you measure success?

On-going relationship established with each institution

Estimated funding needed and possible sources?

Minimal

Goal: Establish Higher Education Opportunities in Bastrop County

Objective: Strengthen Existing Relationship with ACC

Actions	Duration	Timeline	Who's Responsible?
Work with ACC to identify new opportunities for distance learning at Smithville ISD	3 Months	January – March 2008	ISD
Identify any needed improvements or investments to expand offerings, such as equipment upgrades, etc.	3 Months	March – June 2008	ISD
Budget for improvements and make needed investments	1 Year	June 2008 – June 2009	ISD, School Board
Determine if classes could be expanded to non-ISD students (adults, students from other ISD's, etc.) or offer classes needed by local employers	3 Months	April – June 2009	ISD, local businesses
Market ACC classes to ensure strong participation	On-going	On-going	ISD

Possible Partners?

Austin Community College, local businesses

How will you measure success?

Relationship with ACC strengthened

20 percent increase in students participating in ACC classes

5 new classes offered

Estimated funding needed and possible sources?

\$10,000 - \$25,000 for equipment and other upgrades

State and Federal grants, private foundation grants, technology grants from Dell, etc.

Goal: Establish Higher Education Opportunities in Bastrop County

Objective: Contact Technical Schools to Determine Feasibility of Locating a Campus

Actions	Duration	Timeline	Who's Responsible?
Work with local businesses to determine their training needs and what, if any, assistance they may be willing to provide	3 Months	June – August 2008	Steering Committee
Determine what, if any, assistance the City may provide	3 Months	June – August 2008	Steering Committee, City Staff, City Council
Contact Technical Schools with gathered information and demographic data	1 Month	September 2008	Steering Committee
Establish on-going, long-term relationship with tech schools to continue dialogue	On-going	On-going	Steering Committee

Possible Partners?

Smithville ISD, Opportunity Bastrop County, local businesses

How will you measure success?

Data gathered by August 2008

Technical schools contacted and relationship established by September 2008

Estimated funding needed and possible sources?

Minimal to establish relationship

Goal: Establish Higher Education Opportunities in Bastrop County

Objective: Consider Distance Learning Center with MD Anderson and / or Smithville ISD

Actions	Duration	Timeline	Who's Responsible?
Contact MD Anderson and School District to see what facilities may already exist	1 Month	January 2008	Steering Committee
Determine what partnership will look like	6 Months	January – June 2008	Steering Committee, ISD, MD Anderson
Determine what facilities or equipment are needed (new building, equipment upgrades at existing facility, etc.)	3 Months	June – August 2008	Steering Committee, ISD, MD Anderson
Determine what, if any, assistance businesses, City, etc. may provide to establish the facility	6 Months	September 2008 – February 2009	Steering Committee, ISD, MD Anderson, City Council
Establish budget and fundraising plan to develop facility	3 Months	March – June 2009	Steering Committee, ISD, MD Anderson, City Council
Fundraise for facility	1 Year	June 2009 – June 2010	Steering Committee, ISD, MD Anderson, City Council
Build and maintain facility and publicize it	1 Year	June 2010 – June 2011	Steering Committee, ISD, MD Anderson, City Council

Possible Partners?

Local employers, Austin Community College, Blinn College, Round Rock Higher Education Center

How will you measure success?

Feasibility of center determined by June 2008

Budget established by June 2009

Facility built by June 2011

Estimated funding needed and possible sources?

\$50,000 - \$100,000 for upgrades to existing building or classroom if feasible

\$300,000 - \$750,000 for stand alone facility

State and Federal grants, private foundations, local fundraising, business sponsorships and partnerships

Goal: Work with ISD to Strengthen Vo-Tech and Workforce Training

Actions	Duration	Timeline	Who's Responsible?
Survey business owners to determine their needs	6 Months	August 2008 – February 2009	Steering Committee, Smithville ISD
Support existing DECA program, internships, etc.	On-going	On-going	Local businesses, Smithville ISD
Provide information to students about careers in the trades	On-going	On-going	Local businesses, Smithville ISD
Establish job shadowing program	6 Months	January – June 2009	Smithville ISD, local businesses
Establish apprenticeship program with local trades	6 Months	January – June 2009	Smithville ISD, local businesses

Possible Partners?

Local Businesses, ACC, Trade Schools

How will you measure success?

Stronger relationship established between businesses and school district

Students provided information on variety of job opportunities

Internships and other training opportunities established for students

Estimated funding needed and possible sources?

Dependent on breadth of program, likely minimal because so much is already offered by the ISD

Local business support for interns and job shadowing

Goal: Support Existing Businesses

Objective: Conduct a Business Retention Expansion Program

Actions	Duration	Timeline	Who's Responsible?
Identify appropriate facilitator for Business Retention Expansion Program (Chamber of Commerce, City, etc.)	3 Months	January – March 2008	Chamber of Commerce, City Staff
Develop business survey (should be in coordination with training survey identified above) and interviews with local business owners	3 Months	June – August 2008	Chamber of Commerce, City Staff
Determine what, if any, assistance can be provided	2 Months	August – September 2008	Chamber of Commerce, City Staff
Develop plan to address issues identified in the BREP survey	2 Months	September – October 2008	Chamber of Commerce, City Staff

Possible Partners?

LCRA Community and Economic Development Department, local businesses

How will you measure success?

BREP conducted by August 2008

Plan developed to implement BREP recommendations by October 2008

Estimated funding needed and possible sources?

Minimal to deliver BREP program (if LCRA is used)

Costs to implement plan dependent on needs identified in the plan

Goal: Support Existing Businesses

Objective: 'Shop at Home' Program

Actions	Duration	Timeline	Who's Responsible?
Develop Shop Local Rewards that will give prizes for shopping locally	3 Months	September – November 2008	Chamber of Commerce, local businesses
Establish 'Chamber Bucks' program that can be redeemed locally	6 Months	January – June 2009	Chamber of Commerce, local businesses, local banks
Conduct regular advertising and events to highlight local shopping opportunities	On-going	On-going	Chamber of Commerce, local businesses

Possible Partners?

Other area Chambers of Commerce to participate, local businesses, local financial institutions

How will you measure success?

5 percent increase in sales tax revenues

Local businesses report increased local traffic and increased revenue

Estimated funding needed and possible sources?

Minimal to establish programs

\$200 - \$500 / month for advertising

Goal: Support Existing Businesses

Objective: Continue On-going Interaction with Business Owners

Actions	Duration	Timeline	Who's Responsible?
Continue regular Chamber events, such as ribbon cuttings, mixers, etc.	On-going	On-going	Chamber of Commerce
Establish regular opportunity to meet with City staff in informal setting such as a breakfast or coffee on quarterly basis	On-going	On-going	Chamber of Commerce, City Staff
Conduct regular business interviews and surveys to ensure business owners have open communication	On-going	On-going	Chamber of Commerce

Possible Partners?

Business owners, City Staff

How will you measure success?

Business owners feel local support and share concerns and issues

Estimated funding needed and possible sources?

Minimal to establish communication

Goal: Explore the Potential for an Industrial Park

Objective: Consider Potential for a Business Incubator

Actions	Duration	Timeline	Who's Responsible?
Contact the National Business Incubation Association	1 Month	January 2009	Chamber of Commerce, City Staff
Gather information on requirements for a successful incubator, including contacting cities with them	6 Months	January – June 2009	Chamber of Commerce, City Staff
Determine feasibility of establishing local incubator	3 Months	June – August 2009	Chamber of Commerce, City Staff
If feasible, develop budget and requirements for incubator	4 Months	August – December 2009	Chamber of Commerce, City Staff
Work with local businesses and higher education partners to develop incubator program	6 Months	January – June 2010	Chamber of Commerce, City Staff
Fundraise for incubator development	1 Year	June 2010 – June 2011	Chamber of Commerce, City Staff
Build and operate incubator	1 Year	June 2011 – June 2012	Chamber of Commerce, City Staff

Possible Partners?

Local businesses, Smithville ISD, ACC, Blinn College, other area universities

How will you measure success?

Feasibility of incubator determined by August 2009

Budget and plan developed by December 2009

Incubator established by June 2012

Estimated funding needed and possible sources?

\$250,000 - \$2,000,000 depending on size and programs offered at incubator

Goal: Explore the Potential for an Industrial Park

Objective: Explore Feasibility of Industrial Park and Develop if Appropriate

Actions	Duration	Timeline	Who's Responsible?
Identify Potential Funding for an Industrial Park	6 Months	June – December 2008	City Staff, Industrial Development Foundation
Review use of Tax Increment Reinvestment Zone funding, issuance of bonds, etc.	6 Months	June – December 2008	City Staff, Industrial Development Foundation
Identify Location for a Park using Future Land Use Plan	1 Month	January 2009	City Staff, Industrial Development Foundation, Property Owners
Develop Budget and Plan to Develop Industrial Park	3 Months	January – March 2009	City Staff, Industrial Development Foundation
Build and Maintain Industrial Park	1 Year	March 2009 – March 2010	City Staff, Industrial Development Foundation
Market Industrial Park to Potential Business Prospects	On-going	On-going	Chamber of Commerce, City Staff

Possible Partners?

Bastrop County, property owners, existing business owners

How will you measure success?

Feasibility of Industrial Park determined

If feasible, park is developed by March 2010

Estimated funding needed and possible sources?

Dependent on size and amenities

\$500,000 - \$1,500,000 to acquire land and run utilities to property

TIRZ finance district, bond issuance, passage of 4A Sales Tax (would require existing sales tax to be reconfigured to allow for money to go to 4A)

Goal: Establish an Incentive Policy for Recruitment and Expansion

Actions	Duration	Timeline	Who's Responsible?
Work with County and School District to Establish Standards that will Benefit Community to Qualify for Incentives	6 Months	January – June 2008	City Staff, Chamber of Commerce
Study best practices of other communities' incentive policies	3 Months	June – August 2008	City Staff, Chamber of Commerce
Establish 'two-tiered' system that rewards existing businesses for expansion	3 Months	September – November 2008	City Staff, Chamber of Commerce
Update Community Website to provide complete, accurate, and current information on Smithville	3 Months	September – November 2007	

Possible Partners?

Existing businesses, LCRA Community and Economic Development Department

How will you measure success?

Incentive Policy established by November 2008

Website updated by November 2007

Estimated funding needed and possible sources?

Minimal to Establish Incentive Policy

\$2,000 - \$10,000 to upgrade and improve website

Goal: Increase Tourism

Actions	Duration	Timeline	Who's Responsible?
Continue to hold regular events such as duathlon, Thunder on the Colorado, etc.	On-going	On-going	Chamber of Commerce
Market Smithville at trade shows and other events	On-going	On-going	Chamber of Commerce
Work with Hyatt to bring visitors to Smithville	On-going	On-going	Chamber of Commerce
Market river access and amenities when developed	On-going	On-going	Chamber of Commerce
Establish weekend availability of tourism information through kiosk, signage, volunteers at Chamber office	6 Months	September 2007 – February 2008	Chamber of Commerce
Consider establishing tourism information radio or partner with Bastrop	3 Months	September - November 2007	Chamber of Commerce

Possible Partners?

Regional Trail groups, LCRA Community and Economic Development, area Chambers of Commerce, local businesses

How will you measure success?

10 percent increase in tourism spending over 3 years

Estimated funding needed and possible sources?

\$1,000 - \$5,000 for information kiosk available on weekends

\$1,000 - \$5,000 annually for radio

Goal: Develop Airport Plan to Integrate this Asset into Economic Development

Actions	Duration	Timeline	Who's Responsible?
Determine what uses are allowed in proximity to airport	3 Months	January – March 2008	City Staff
Work with property owners to determine availability of land	On-going	On-going	City Staff
Establish development plan with airport officials	6 Months	March – September 2008	City Staff
Establish funding for improvements to airport and area to prepare for development	When feasible	When feasible	City Staff

Possible Partners?

FAA, LCRA Community and Economic Development Department, property owners

How will you measure success?

Airport plan developed by September 2008

Estimated funding needed and possible sources?

Minimal to develop plan if working with LCRA

Goal: Encourage New Housing Development

Actions	Duration	Timeline	Who's Responsible?
Market Smithville to housing developers using Demographic Analysis	On-going	On-going	Chamber of Commerce
Encourage a broad mix of housing types through education and possible ordinance updates	On-going	On-going	Chamber of Commerce, City Staff

Possible Partners?

Developers, citizens, property owners

How will you measure success?

Increase in homes available at all price ranges

Estimated funding needed and possible sources?

See Land Use section for Incentive discussion

Minimal to market the community

Goal: Support Workforce Housing Development

Actions	Duration	Timeline	Who's Responsible?
Establish relationship with Central Texas Housing Finance Corporation and other agencies that provide low cost housing	1 Year	January – December 2008	City Staff
Identify lots that can be made available for redevelopment through tax foreclosure, etc.	6 Months	January – June 2009	City Staff
Educate citizens on need for multi-family and higher density housing	On-going	On-going	City Staff

Possible Partners?

Central Texas Housing Finance Corporation, Habitat for Humanity, Cen-Tex Development Corporation

How will you measure success?

Increase in affordable homes

Estimated funding needed and possible sources?

Minimal for marketing and education

Legal costs to foreclose properties

\$5,000 - \$20,000 to make lots development ready

Goal: Maintain Housing Standards for Health, Safety, and Appearance

Actions	Duration	Timeline	Who's Responsible?
Strictly enforce all ordinances to maintain housing quality	On-going	On-going	City Staff
Work with local churches and service groups to establish volunteer effort to help maintain properties	6 Months	September 2007 – February 2008	City Staff, civic organizations, churches
Identify funding to renovate or replace dilapidated housing	On-going	On-going	City staff

Possible Partners?

Civic groups, churches, service organizations

How will you measure success?

Volunteer group available to assist in home maintenance, landscape work, etc.
 3 homes each year are renovated or replaced

Estimated funding needed and possible sources?

\$100,000 - \$125,000 for housing replacement
 Minimal for volunteer work
 TDHCA grants, private foundation grants, state and federal grants

Goal: Increase River Accessibility

Objective: Enhance the Park at the North End of Main Street

Actions	Duration	Timeline	Who's Responsible?
Clearly delineate boundaries of the park	3 Months	October – December 2007	City Staff
Clearly designate parking sites	3 Months	October – December 2007	City Staff
Develop amenities plan for adding benches and other facilities to the park	6 Months	January – June 2008	City Staff
Budget for improvements to the park	3 Months	June – August 2008	City Staff
Add amenities to the park	1 Year	January – December 2009	City Staff
Improve pedestrian connection to downtown with sidewalks or other designated walking trail	1 Year	January – December 2010	City Staff
Add water access point, such as dock, to allow access to the water	1 Year	January – December 2011	City Staff

Possible Partners?

Lower Colorado River Authority, Texas Parks and Wildlife, Local Businesses, Local Citizens

How will you measure success?

Trespassing and impacts, such as parking, on adjoining properties reduced

Benches and other facilities added by end of 2009

Clearly designated connection to downtown by end of 2010

River Access developed by end of 2011

Estimated funding needed and possible sources?

\$5,000 - \$10,000 to clearly delineate boundaries and parking

\$25,000 - \$200,000 for amenities to the park

\$50,000 - \$250,000 for pedestrian connection depending on if sidewalks or other form

\$25,000 - \$100,000 for dock at river depending on size

City budget, State and private foundation grants, local fundraising and sponsorships, bond issue

Goal: Increase River Accessibility
Objective: Utilize Gazley Creek for Access to the River

Actions	Duration	Timeline	Who's Responsible?
Identify ownership issues along Gazley Creek	3 Months	January – March 2009	City Staff
Develop an improvement plan for the area, including budget	6 Months	March – September 2009	City Staff
Identify funding and fundraising opportunities for the new park	3 Months	October – December 2009	City Staff
Fundraise and budget for park development	9 Months	January – September 2010	City Staff
Develop Park	1 Year	January – December 2011	City Staff

Possible Partners?

Lower Colorado River Authority, Texas Parks and Wildlife, local businesses and property owners, local outfitters

How will you measure success?

New park developed by end of 2011

Estimated funding needed and possible sources?

\$250,000 - \$2,000,000 depending on land availability and amenities to be developed

City budget, State and private foundation grants, local fundraising and sponsorships, bond issue

Goal: Increase River Accessibility

Objective: Develop Additional Boat Ramps

Actions	Duration	Timeline	Who's Responsible?
Identify locations for additional boat ramps	3 Months	January – March 2008	City Staff, outfitters, property owners
Develop funding for additional boat ramps	6 Months	March – September 2008	City Staff
Apply for grants and other assistance	1 Year	January – December 2009	City Staff
Develop boat ramps as funding allows	On-going	On-going	City Staff

Possible Partners?

Texas Parks and Wildlife, Texas Department of Transportation, Lower Colorado River Authority

How will you measure success?

New boat ramps developed in next 5 years

Estimated funding needed and possible sources?

\$200,000 - \$500,000 per boat ramp depending on land acquisition and other amenities

State and local grants, city budget, bond issue

Goal: Increase River Accessibility

Objective: Establish Strong Relationship with River Outfitters

Actions	Duration	Timeline	Who's Responsible?
Contact area outfitters to encourage them to utilize Smithville in their trips as amenities improve	On-going	When amenities developed	Chamber of Commerce
Incorporate river access into on-line and other marketing materials	On-going	When amenities developed	Chamber of Commerce
Encourage local entrepreneurs to establish outfitter businesses in Smithville, such as biking and kayaking	On-going	On-going	Chamber of Commerce
Hold river-centric events to celebrate amenities being developed and encourage people to come to Smithville for the river	On-going	When amenities developed	Chamber of Commerce

Possible Partners?

Area outfitters, neighboring cities and Chambers of Commerce

How will you measure success?

Smithville included in outfitter trips as amenities are developed

1 new outfitter business created

Local businesses see increase in river-oriented visits

Estimated funding needed and possible sources?

Staff Time to contact outfitters

\$500 - \$2,000 to update marketing materials as amenities added

\$10,000 - \$25,000 to conduct events

Goal: Increase Pedestrian Safety and Amenities

Objective: Identify Common Pedestrian Routes Through Town

Actions	Duration	Timeline	Who's Responsible?
Utilize land use map and other materials to identify potential destinations, such as schools, Main Street, etc.	1 Month	January 2008	City Staff
Inventory existing pedestrian facilities in these areas, such as sidewalks, benches, etc.	3 Months	February – April 2008	City Staff

Possible Partners?

School District, local businesses, Chamber of Commerce

How will you measure success?

Inventory developed by April 2008

Estimated funding needed and possible sources?

Staff Time to develop inventory

Goal: Increase Pedestrian Safety and Amenities

Objective: Identify and Prioritize Improvements for Pedestrian Connectivity

Actions	Duration	Timeline	Who's Responsible?
Develop prioritized list of improvements based on safety and use, focusing on those areas most utilized by residents, particularly children (to the parks and schools)	3 Months	April – June 2008	City Staff
Identify appropriate locations for information signs and kiosks and what will be included on them	3 Months	April – June 2008	City Staff
Develop budget for needed improvements	2 Months	June – July 2008	City Staff
Begin developing improvements as funding allows	On-going	On-going	City Staff

Possible Partners?

Texas Parks and Wildlife, Texas Department of Transportation

How will you measure success?

Pedestrian Improvements being made starting FY 2009

Estimated funding needed and possible sources?

\$150,000 - \$1,000,000 depending on scope of needed improvements (over long-term)

Texas Department of Transportation, Texas Parks and Wildlife

Goal: Increase Pedestrian Safety and Amenities

Objective: Identify Potential Trail Development

Actions	Duration	Timeline	Who's Responsible?
Utilize maps from Comprehensive Plan and other sources to identify appropriate routes for trails to connect community features and enhance river connection	6 Months	June – December 2009	City Staff, Steering Committee
Prioritize new trail development	3 Months	January – March 2010	City Staff, Steering Committee
Contact property owners to determine potential for easements or other access to property for trail development	1 Year	March 2010 – March 2011	City Staff
Develop budget for trail development	6 Months	March – September 2011	City Staff
Begin trail development as budget allows	On-going	On-going	City Staff

Possible Partners?

Texas Parks and Wildlife, Texas Department of Transportation, Lower Colorado River Authority

How will you measure success?

Trail plan developed by March 2010

Trail development begun in 2012

Estimated funding needed and possible sources?

\$100,000 - \$125,000 per mile of crushed granite trail

State and local grants, bond issue, fundraising and sponsorships

Goal: Identify Funding for Trail and Pedestrian Improvements

Actions	Duration	Timeline	Who's Responsible?
Consider hiring a grant writer to identify and apply for appropriate grants	6 Months	January – June 2011	City Staff
Establish policy to encourage developers to provide pedestrian amenities and trail connections in new development	6 Months	January – June 2008	City Staff, City Council
Contact local businesses for potential sponsorship (Adopt a Trail type program)	6 Months	January – June 2011	City Staff
Consider local fundraising opportunities	On-going	On-going	City Staff

Possible Partners?

Texas Parks and Wildlife, Texas Department of Transportation, Lower Colorado River Authority, ISD, local businesses

How will you measure success?

Fundraising plan developed by June 2009

Estimated funding needed and possible sources?

Staff Time to develop campaign

\$500 - \$2,000 for recognition gifts and advertising

Grant writing fee (typically paid for through the grant)

City Budget

Goal: Establish Additional Recreational Amenities

Objective: Identify Potential Sites for New Parks

Actions	Duration	Timeline	Who's Responsible?
Utilize maps in Comprehensive Plan to identify potential parks locations	1 Month	January 2008	City Staff, Steering Committee
Prioritize underserved areas in town for new 'pocket' park development	6 Months	January – June 2008	City Staff, Steering Committee
Work with property owners in prioritized areas to determine if a site may be donated or provided at reduced price for use as a park	1 Year	June 2008 – June 2009	City Staff
Develop budget for parks improvements and additions	1 Year	June 2009 – June 2010	City Staff
Identify funding opportunities and fundraise	1 Year	June 2010 – June 2011	City Staff
Begin developing parks as budget allows	On-going	On-going	City Staff

Possible Partners?

ISD, Neighborhood groups, citizens, property owners

How will you measure success?

Potential park sites identified by June 2008

Parks under development by 2011

Estimated funding needed and possible sources?

\$100,000 - \$250,000 per pocket park depending on land availability and amenities

Goal: Establish Additional Recreational Amenities

Objective: Establish Park Requirements in Subdivision Ordinance

Actions	Duration	Timeline	Who's Responsible?
Contact other communities who have similar requirements to determine their effectiveness and impacts on development	6 Months	January – June 2008	City Staff
Work with citizens and developers to determine if it is appropriate to incorporate	6 Months	June – December 2008	City Staff
Develop appropriate standards for Smithville	3 Months	January – March 2009	City Staff
Adopt updated subdivision ordinance and promote new standards to developers	3 Months	March – June 2009	City Staff, City Council

Possible Partners?

Developers, citizens, Lower Colorado River Authority Community and Economic Development Department

How will you measure success?

If appropriate, new standards adopted by June 2009

Estimated funding needed and possible sources?

Staff Time

City Attorney fees

City Budget

Goal: Establish Additional Recreational Amenities

Objective: Consider Developing Golf Courses

Actions	Duration	Timeline	Who's Responsible?
Determine if it is financially feasible for city to develop 18 hole golf course	6 Months	June – December 2008	City Staff
Determine what, if any assistance, could be provided to a private golf course developer (in conjunction with residential development)	6 Months	January – June 2009	City Staff, developers
Identify appropriate location, using future land use map and other resources	6 Months	June – December 2009	City Staff, developers
If feasible, develop budget and funding tool for 18 hole golf course	1 Year	January – December 2009	City Staff, developers
Begin developing golf course	2 Years	2010 – 2011	City Staff, developers
Study feasibility of 9 hole public course	6 Months	June – December 2008	City Staff
Work with ISD for funding	6 Months	January – June 2009	City Staff, ISD
Develop 9 Hole course, possibly adjacent to school	1 Year	January – December 2010	City Staff, ISD

Possible Partners?

Developers, property owners, ISD

How will you measure success?

Feasibility of 18 hole golf course determined by end of 2009

9 hole course developed by end of 2010

Estimated funding needed and possible sources?

\$300,000 – \$1,000,000 for 9 hole course depending on land availability, size, etc.

\$2,000,000 - \$5,000,000 for 18 hole course

Goal: Explore the Potential for a Community Swimming Pool

Actions	Duration	Timeline	Who's Responsible?
Identify what type of pool would be most appropriate (indoor vs. outdoor, etc.)	6 Months	January – June 2009	City Staff, Steering Committee
Identify location for pool that would provide best access for potential users	3 Months	June – August 2009	City Staff, Steering Committee
Establish partnership with ISD, hospital, etc. to provide facilities they can benefit from and determine funding assistance	4 Months	September – December 2009	City Staff, Steering Committee, ISD, Hospital
Establish funding mechanism and plan for developing and maintaining a pool	1 Year	January – December 2010	City Staff, Steering Committee
If funding is available, develop pool	2 Years	2011 – 2012	City Staff

Possible Partners?

ISD, area senior living facilities, local businesses, Texas Parks and Wildlife

How will you measure success?

Feasibility of pool determined by December 2009

Funding in place for pool by end of 2010

Pool developed by end of 2012

Estimated funding needed and possible sources?

\$2,000,000 - \$5,000,000 depending on amenities, size, indoor vs. outdoor, etc.

State and local grants, bond issue, local fundraising and sponsorships

Goal: Protect and Enhance Community Appearance

Actions	Duration	Timeline	Who's Responsible?
Strictly enforce existing ordinances	On-going	On-going	City Staff
Maintain all public property	On-going	On-going	City Staff
Reinvigorate 'Yard of the Month' and 'Business of the Month' program	3 Months	September – November 2008	Chamber of Commerce
Establish Design Guidelines for new development	1 Year	January – June 2009	City Staff, developers

Possible Partners?

Developers, business owners, citizens

How will you measure success?

Poorly maintained properties are cleaned up and maintained
Property owners recognized for maintaining high appearance

Estimated funding needed and possible sources?

Staff Time

Goal: Encourage Retail Development on Main Street

Actions	Duration	Timeline	Who's Responsible?
Use Demographic Analysis to market Smithville to prospective business owners	On-going	On-going	Chamber of Commerce
Encourage Shop at Home	On-going	On-going	Chamber of Commerce
Consider incentives for targeted businesses	1 Year	January – December 2008	Chamber of Commerce, City Staff

Possible Partners?

City, existing local businesses

How will you measure success?

3 new retail businesses open in downtown
Existing businesses see increase in sales and traffic

Estimated funding needed and possible sources?

Staff Time
Incentives dependent on what is appropriate
City and Chamber of Commerce budgets, fundraising

Goal: Improve Pedestrian Amenities Downtown

Actions	Duration	Timeline	Who's Responsible?
Identify unsafe conditions of existing sidewalks and where no sidewalks are available	3 Months	April – June 2008	City Staff, downtown businesses
Identify lighting needs to cover all of downtown	3 Months	April – June 2008	City Staff, downtown businesses
Identify potential for 'pocket parks' in downtown	6 Months	January – June 2008	City Staff, downtown businesses
Provide additional restrooms downtown	1 Year	January – December 2009	City Staff, downtown businesses, Chamber of Commerce

Possible Partners?

Chamber of Commerce, business owners

How will you measure success?

Pedestrian amenities improved and connected to overall pedestrian improvements

Estimated funding needed and possible sources?

\$500,000 - \$1,000,000 for all needed improvements

Tax Increment Reinvestment District, bond issue, local fundraising

Goal: Hold More Events Downtown

Actions	Duration	Timeline	Who's Responsible?
Conduct regular small events, such as concerts, sidewalk sales, etc.	On-going	On-going	Chamber of Commerce, downtown business owners
Conduct large events on a regular basis	On-going	On-going	Chamber of Commerce, downtown business owners
Develop marketing campaign to promote downtown	6 Months	January – June 2008	Chamber of Commerce

Possible Partners?

Downtown Business owners, City

How will you measure success?

Regular events held downtown

Downtown businesses see increase in business and traffic

Estimated funding needed and possible sources?

Minimal for small events, such as concerts, \$10,000 - \$25,000 for large events

\$5,000 - \$10,000 for marketing campaign

Chamber of Commerce, local sponsorships and fundraising

Goal: Redevelop Romona Street
Objective: Remove Buildings and Reconnect the Street

Actions	Duration	Timeline	Who's Responsible?
End lease, or do not renew when current lease expires	End of Lease	End of Lease	City Staff
Determine budget to remove existing buildings	3 Months	After end of lease	City Staff
Remove buildings and make ready for development	1 Year	After end of lease	City Staff

Possible Partners?

Current lessor, developers

How will you measure success?

Property available for redevelopment within 2 years after end of lease

Estimated funding needed and possible sources?

\$250,000 - \$750,000 to make site ready for development
 Potential developers, bond issue, city budget

Goal: Redevelop Romona Street
Objective: Encourage Redevelopment of the Property

Actions	Duration	Timeline	Who's Responsible?
Contact potential developers and market property	On-going	On-going	Chamber of Commerce, City Staff
Determine what, if any, incentives are appropriate, including donation of land from city to developer, long-term lease, etc.	6 Months	When property ready for redevelopment	City Staff

Possible Partners?

Developers, property owners, business owners

How will you measure success?

Redevelopment plan in place within 3 years after property ready for redevelopment

Estimated funding needed and possible sources?

Minimal for marketing campaign, mostly staff time

Dependent on what incentives will be provided (if land is given away, there will be no out of pocket expense)

Goal: Identify Funding Opportunities to Pay for Improvements

Actions	Duration	Timeline	Who's Responsible?
Consider hiring a grant writer	6 Months	January – June 2008	City Staff, Chamber of Commerce
Explore local fundraising	6 Months	January – June 2008	City Staff, Chamber of Commerce
Explore potential for Tax Increment Reinvestment Zone or Public Improvement District	6 Months	January – June 2008	City Staff, Chamber of Commerce

Possible Partners?

Downtown property and business owners

How will you measure success?

On-going, long-term funding identified for downtown improvements

Estimated funding needed and possible sources?

\$1,000 - \$5,000 for recognition and other promotion of fundraising

Grant writing fee (typically paid for through the grant)

City and Chamber of Commerce budgets

Goal: Establish Historic Preservation Ordinance

Actions	Duration	Timeline	Who's Responsible?
Contact Texas Historical Commission for information and assistance	1 Month	January 2008	Historical Commission, City Staff
Work with property owners and citizens to address their concerns and issues with ordinance	6 Months	January – June 2008	Historical Commission, City Staff
Develop ordinance that addresses local concerns and issues	6 Months	June – December 2008	Historical Commission, City Staff

Possible Partners?

Texas Historical Commission, historic property owners, County Historical Commission

How will you measure success?

Historic ordinance adopted by end of 2008

Estimated funding needed and possible sources?

Staff Time and Attorney Fees to develop ordinance

Goal: Utilize Historic Assets to Attract Tourists

Actions	Duration	Timeline	Who's Responsible?
Research other community programs to identify best practices	6 Months	January – June 2008	Chamber of Commerce
Market existing historic building walking tour	On-going	On-going	Chamber of Commerce
Educate business and property owners to help 'sell' historic assets	On-going	On-going	Chamber of Commerce
Develop additional materials on historic assets, such as informational kiosks and handouts	1 Year	January – December 2009	Chamber of Commerce

Possible Partners?

Historic property owners, business owners

How will you measure success?

Increase in tourism related to historic buildings and assets

Estimated funding needed and possible sources?

Minimal for research and education

\$1,000 - \$2,000 for additional marketing materials

\$1,000 - \$5,000 per kiosk depending on style and features