

Appendix B: Revised Goals and Objectives 2014

<b>Goal 1a: Increase business opportunities, enhance economic development and sustain growth in existing businesses /Maintain and enhance the quality of existing structures (9 steering committee votes)</b>			
<b>Approved</b>	<b>Objective</b>	<b>Status</b>	<b>Notes</b>
July 2011	Create a task force comprised of a cross-section of South Hutchinson business owners (large and small), Hutchinson/Reno County Chamber of Commerce representatives and South Hutchinson city officials to develop specific objectives and strategies utilizing current economic development data, trends and information from this strategic planning process.	Completed Feb 2012	Work was completed in Feb 2012. Several Recommendations were adopted by the City Council in Nov 2011
July 2011	Explore financial incentives for new, creative, young entrepreneurs and foster better relationships with existing organizations and programs for entrepreneurs.	Initiated Ongoing	Some incentive programs have been established; partnerships include the Reno County E-Community program
July 2011	Develop and maintain a central point of information related to starting a business in South Hutchinson including incentives and available land and buildings.	Completed Fall 2011	Southhutch.com added functionality and content to achieve this goal
August 2014	Foster a positive environment for entrepreneurial development	Initiated Ongoing	
August 2014	Develop entrepreneurial opportunities for USD 309 students that could be incorporated into a project based learning model.	Uninitiated	
<b>Lead organization:</b> City and the Quest Center for Entrepreneurs in partnership with the Hutchinson/Reno County Chamber of Commerce, USD 309, local businesses and other economic development organizations.			
<b>Target Date for Initiation:</b> All Objectives initiated by January 2015			

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<b>Goal 1b: Promote job creation to increase retail growth and increase population (9 votes)</b>			
<b>Approved</b>	<b>Objective</b>	<b>Status</b>	<b>Notes</b>
July 2011	Refer to short-term economic development task force described in Goal 1a.	Completed Feb 2012	Work was completed in Feb 2012. Several Recommendations were adopted by the City Council in Nov 2011
July 2011	Explore incentives for retail development.	Completed Fall 2011	Retail Sales Tax Rebate program, Utility Credit program and Infrastructure Assistance program were passed by City Council Nov 2011
July 2011	Utilize Buxton study to directly recruit retailers and developers.	Initiated Ongoing	Initial contact with targeted top 10 retailers completed in 2011. Active recruitment continues
July 2011	Develop a core retail growth zone and provide infrastructure for new/expanded development.	Initiated Ongoing	K-96 / US-50 interchange has attracted private investment and development
August 2014	Actively seek opportunities for investment in retail development leveraging private and public funds when appropriate.	Initiated Ongoing	
August 2014	Actively seek to identify, secure and develop sites for future industrial, commercial and retail development consistent with desired industries and financial capacity.	Initiated Ongoing	
August 2014	Promote the establishment of housing developments that provide housing for various income levels.	Initiated Ongoing	
<b>Lead organization:</b> City in partnership with private investors, the Hutchinson/Reno County Chamber of Commerce, and other economic development organizations.			
<b>Target Date for Initiation:</b> All Objectives initiated by January 2015			

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<b>Goal 2: Develop and implement a formal plan to improve the appearance of Main Street and major gateways (8 votes)</b>			
<b>Approved</b>	<b>Objective</b>	<b>Status</b>	<b>Notes</b>
July 2011	Develop minimum landscaping requirements for businesses along Main Street.	Initiated Ongoing	To be addressed in Comprehensive Plan update Fall 2014
July 2011	Research and form committee to apply for grants for trees.	Completed Jan 2012	Green Space, Parks and Recreation Committee formed in 2012
July 2011	Identify a “core area” for South Hutchinson.	Completed Fall 2011	Between Blanchard and 6 <sup>th</sup> Avenue on Main Street
July 2011	Utilize City resources to purchase Main Street properties when they become available.	Initiated Ongoing	Acquired Avenue C & Main Nov 2013
July 2011	Increase number of crosswalks along Main Street.	Uninitiated	
July 2011	Study existing bike path and analyze danger of location adjacent to major thoroughfare with heavy truck traffic.	Uninitiated	
July 2011	Seek financial incentives to promote beautification (curb appeal) of existing businesses.	Initiated Ongoing	Exploring cost sharing program with businesses
August 2014	Develop a plan to smooth the transition between residential neighborhoods, industrial areas and Main Street on the West Blanchard and West 6 <sup>th</sup> Avenue corridors	Uninitiated	
August 2014	Develop zoning modifications to promote redevelopment of commercial corridors and control the type of structures consistent with a vibrant community.	Uninitiated	To be addressed in Comprehensive Plan update Fall 2014
<b>Lead organization:</b> City			
<b>Target Date for Initiation:</b> All Objectives initiated by December 2015			
<b>Suggestions related to community wide beautification:</b>			
<ul style="list-style-type: none"> <li>• Recruit a group of volunteers to beautify specific areas.</li> <li>• Host annual community Clean-up Day.</li> <li>• Flags or ground banners for special occasions such as Memorial Day or Veteran’s Day</li> </ul>		<ul style="list-style-type: none"> <li>• Create a program to increase planting of vegetation by children</li> <li>• Involve upper elementary students (5<sup>th</sup> or 6<sup>th</sup> graders) in community beautification projects.</li> <li>• More public green spaces or gathering points that are pedestrian friendly</li> </ul>	

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<b>GOAL 3: Create and promote a unique identity for South Hutchinson (8 votes)</b>			
<b>Approved</b>	<b>Objective</b>	<b>Status</b>	<b>Notes</b>
July 2011	Assign this issue to the City’s current marketing consulting firm with a timeline for completion.	Completed Sept 2011	Work was completed in Sept 2011. Marketing plan presented at that time for implementation
July 2011	Create a logo to identify the industrial base of South Hutchinson; a community “icon” such as Manhattan’s “Little Apple”.	Completed Jan 2012	New logo developed around the concept of Southern Hospitality – Kansas Style
July 2011	Promote South Hutchinson as “Jobs Capitol of Kansas”.	Completed Sept 2011	Marketing plan focused on promotion of other positive elements of the community in building a community identity.
August 2014	Implement elements of the City’s marketing plan to build more recognition of the City’s new logo and position the community for long-term success and recognition.	Initiated Ongoing	
August 2014	Explore opportunities for a monthly/quarterly newsletter or community happenings that would encourage more engagement.	Uninitiated	
August 2014	Encourage the continuation of annual community events and the development of more opportunities that encourage community interaction	Initiated Ongoing	
<b>Lead organization:</b> City, Market South Hutchinson, South Hutchinson Chamber, local churches and community groups			
<b>Target Date for Initiation:</b> All Objectives initiated by January 2015			

<b>Goal 4: Identify and develop the assets unique to South Hutchinson that can be used to make South Hutchinson a destination (8 votes)</b>			
<b>Approved</b>	<b>Objective</b>	<b>Status</b>	<b>Notes</b>
July 2011	Assign this issue to the City’s current marketing consulting firm with a timeline for completion.	Completed Sept 2011	Work was completed in Sept 2011. Marketing plan presented at that time for implementation
July 2011	Create a Facebook page to market South Hutchinson as a destination (can be used to market to potential businesses and promote events and school activities).	Completed Jan 2011	Facebook.com/southhutch has 485 subscribers and has been active since January 2011.
August 2014	Study the development of regional significant retail and commercial development and seek private developers for potential projects	Uninitiated	
August 2014	Seek opportunities to develop identified community assets to provide unique opportunities for residents and visitors	Uninitiated	
August 2014	Incorporate defined assets into marketing materials targeted to visitors	Initiated Ongoing	
<b>Lead organization:</b> City, Hutchinson/ Reno County Chamber of Commerce, South Hutchinson Chamber			
<b>Target Date for Initiation:</b> All Objectives initiated by July 2015			
<b>Current Assets Defined by Steering Committee:</b>		<b>Potential Assets Defined by the Steering Committee</b>	
<ul style="list-style-type: none"> <li>• <i>South Hutchinson Elementary School</i></li> <li>• <i>Variety of churches</i></li> <li>• <i>Friendly people</i></li> <li>• <i>Industries—Collins Industries, Morton Salt, Tyson Foods, Stutzman Refuse Disposal, American Packaging Corporation</i></li> <li>• <i>Tremendous labor market</i></li> <li>• <i>Best of both urban and rural worlds</i></li> <li>• <i>Great major highways—highways 14, 96, 50, 61</i></li> <li>• <i>ATV and dirt bike trails in river bed</i></li> </ul>		<ul style="list-style-type: none"> <li>• <i>A center for vocational training (i.e., Collins Industries, one of the largest bus manufacturers and a source of employment)</i></li> <li>• <i>A destination restaurant—unique like the hamburger restaurant in Castle Rock, CO, named CRAVE—unique food option unlike anything in nearby Hutchinson</i></li> </ul>	

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<b>GOAL 5: Increase opportunities for young adult involvement in community project, government and leadership roles (8 votes)</b>			
<b>Approved</b>	<b>Objective</b>	<b>Status</b>	<b>Notes</b>
July 2011	Develop a “young professionals” group or partner with a similar group in Hutchinson	Completed Sept 2011	Efforts to create a new organization were dropped for more promotion of current group
July 2011	Seek partnerships with Hutchinson/Reno County Chamber’s leadership program; develop a smaller-scale version.	Completed Jan 2012	Efforts have been made to increase representation from South Hutch business; a smaller scale version will not be developed
July 2011	Develop mentoring programs matching existing business owners with new business owners.	Uninitiated	
July 2011	Create opportunities, partnerships, internships for upper middle school, Nickerson High School and Hutchinson Community College students to shadow and participate in activities and operations of representatives of the business community and city government (city council, economic development organizations); target students enrolled in social studies classes.	Initiated Ongoing	Worked to develop Patriots Day (September 11 <sup>th</sup> ) event that has various grades visiting businesses in the community.
July 2011	Create programs to develop young leaders in government—youth council, young professionals council.	Uninitiated	
July 2011	Create a program to recruit community and business volunteers in the schools	Uninitiated	
July 2011	Expand existing partnerships involving South Hutchinson Elementary School and city fire and police departments.	Initiated Ongoing	SHPD and SHFD have expanded programming and safety efforts
<b>Lead organization:</b> USD 309 Nickerson – South Hutchinson school district with assistance from South Hutchinson Chamber of Commerce, Hutchinson/Reno County Chamber of Commerce and City			
<b>Target Date for Initiation:</b> All Objectives initiated by August 2015			

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<b>GOAL 6: Sustain and expand programs to maintain a high quality of life and build community pride.</b>			
<b>Approved</b>	<b>Objective</b>	<b>Status</b>	<b>Notes</b>
August 2014	Develop and complete a community center project to provide a gathering point for the community's use.	Initiated Ongoing	
August 2014	Develop a master plan for trails, pathways and sidewalks that maximizes the walk-ability of the community and connects all areas of town safely including parks, green spaces, SHES, churches and other amenities	Uninitiated	
August 2014	Continue to enhance existing parks and green spaces and seek opportunities for park expansions when feasible	Initiated Ongoing	
August 2014	Develop partnerships with local organizations to expand health, wellness and recreational opportunities for all age groups.	Initiated Ongoing	Partnering with Journey Mennonite Church on a Wellness Center Project
<b>Lead organization:</b> City, South Hutchinson Chamber of Commerce, local churches and community groups			
<b>Target Date for Initiation:</b> All Objectives initiated by July 2016			

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<b>GOAL 7: Sustain and improve infrastructure throughout the community to enhance quality of life and provide for long-term growth.</b>			
<b>Approved</b>	<b>Objective</b>	<b>Status</b>	<b>Notes</b>
August 2014	Develop a multi-year plan to surface all streets by 2024 with special attention paid to pedestrian access in accordance with the master trails, pathways and sidewalk plan in Goal 6	Uninitiated	
August 2014	Develop a model for the water system and a multi-year improvement plan focused on sustainability and quality of the water supply	Uninitiated	
August 2014	Develop a model for the waste water system and based on that information, a multi-year improvement plan focused on sustainability	Uninitiated	
August 2014	Develop a master storm water management plan	Uninitiated	
August 2014	Investigate options for improved street lighting in the community that enhances safety and improves efficiency	Uninitiated	
August 2014	Invest in incremental improvements in current City facilities that improve efficiency and lower long-term operations and maintenance costs	Uninitiated	
August 2014	Develop master operational plans for public services and facilities based on service demands to provided scalable solutions for future growth	Uninitiated	
<b>Lead organization:</b> City			
<b>Target Date for Initiation:</b> All Objectives initiated by August 2017			