



## Legislation Text

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### City Council Strategic Retreat

#### **PURPOSE/BACKGROUND:**

This meeting was called by a consensus of City Council for the purposes of discussing Council's strategic priorities, prioritization, reporting and communication. To assist in this discussion, the City's financial advisors - Davenport - will be present to give an update on the City's debt capacity, affordability and financial policies. Staff will be prepared to provide status updates on strategic priorities. While the majority of the discussion will be held in open session, any discussions concerning the acquisition or disposition of property and/or economic development where no prior public announcement has been made will be done in closed session.

#### **Discussion:**

The Council's strategic priorities are focused on making Hampton an even better community for residents and businesses alike by enhancing the tax base. The five externally focused priorities and initiatives are:

##### 1. ECONOMIC GROWTH

- Jobs: Science Park at Hampton Roads Center | Aquaculture & Seafood Center | Attract & retain companies
- Tourism: More convention-quality hotel rooms | Build on sports tourism
- Higher-Value Housing: Pressey Otley & Harbor Square | Acquisitions in Buckroe | Housing Venture & upgrade older stock | Millennial & empty-nester friendly
- Retail: Facilitate revitalization

##### 2. LIVING WITH WATER

- Infrastructure that also enhance s economic growth & place making
- Dutch Dialogues innovations
- Coastal resiliency/hazard mitigation
- Shoreline protection strategies

##### 3. PLACE-MAKING

- Create great public spaces: Central Park | Neighborhood Centers | Micro projects
- Activate existing spaces: Water activities | Festivals | Outdoor amenities

- Branding: Integrated | National reach | Signage

#### 4. SAFE & CLEAN

- 21<sup>st</sup> Century policing
- Open data
- Youth violence prevention
- Reduce neighborhood blight

#### 5. EDUCATION

- Keep and attract talent
- Strengthen education providers
- Support life- long learning

The internally focused priority and initiatives are:

#### 1. GOOD GOVERNMENT

- Attract, retain & develop top workforce
- Great customer service
- Maximize efficiency & effectiveness

#### **Impact:**

Periodic updates and evaluation of strategic priorities and initiatives is essential to maintaining consensus and progress.

#### **Recommendation:**

No action required.