



## 2025-2030 Strategic Plan Outline

UPDATED: Jan. 29, 2025

### Overview

The general responsibilities of the Board of Commissioners are centered in the areas of financial management, management of most county facilities, and personnel administration. The board is responsible for providing and managing the monies used to support most county activities. In providing this financial management, the board exercises its legislative powers in budgeting, appropriating monies, levying taxes, issuing bonds and notes, and letting contracts for public works and services.

The board also has myriad other responsibilities including hearing and ruling on annexations, approving drainage improvements through the ditch petition process, establishing and improving water and sewer districts, and providing for solid waste disposal.

### Strategic Priority #1

#### **Increase population in Clark County to create a stable taxpayer base to support community infrastructure investments.**

**Goal:** To stabilize tax base and enhance opportunities for Clark County residents and businesses.

**Objective #1:** Increase population to 140,000 countywide by 2030 census (Baseline = 136,000 in 2020)

**Action #1:** Develop and support infrastructure for housing improvements and development.

- **Metric:** Build 3,000 new homes by 2030 or 500 new housing units every five years for the next 15 years.

**Action #2:** Complete installation of rural broadband infrastructure countywide.

- **Metric:** 100 percent of homes with access to broadband through Clark County.

**Action #3:** Attract retailers, entertainment and experiences that appeal to all stages of life including retirees, older professionals, mid-career, singles, families, children and young professionals.

- **Metric:** Create baseline and track the number of new options in Clark County.

**Action #4:** Retain retailers, entertainment and experiences that appeal to all stages of life including retirees, older professionals, mid-career, singles, families, children and young professionals.

- **Metric:** Create baseline and track numbers of current options in Clark County.

**Action #5:** Create sewer and water improvements and partnerships to foster new growth, including a collaborative countywide plan.

- **Metric:** At least one project that expands access to new water/sewer to promote growth.

**Action #6:** Promote infill housing and improve housing stock throughout Clark County.

- **Metric:** Complete 20 infill housing projects by 2030.
- **Metric:** Maintain or increase the number of permits pulled each year; (Baseline: 1,500 as of 2022).

**Objective #2: Attract and retain new businesses to provide services and amenities for residents of Clark County to support well-paying jobs for taxpayers and families.**

**Action #1:** Support development of diverse commercial properties, retail, restaurant and entertainment options and housing at Champions Park, Melody Parks, Bechtle Ave. and New Carlisle at strategic locations throughout Clark County.

- **Metric:** Increase new investment by 5 percent.

**Action #2:** Support the attraction and retention of commercial and industrial investment at strategic locations throughout Clark County.

- **Metric:** Increased new construction investment by 3% annually (Baseline: 46.4 million in 2024)
- **Metric:** GSP overall investment numbers.

**Objective #3: Maintain annual 3 percent sales tax growth.**

**Action #1:** Capture more transient sales tax from visitors to the area.

- **Metric:** Monthly and annual sales tax reports.

**Action #2:** Increase the number of new retailers, including shopping and restaurant options, and retain businesses in the community.

- **Metric:** Track the number of retailers and restaurants opening and closing in Clark County.
- **Baseline:** 13 new retailers in 2024; Two retail development grants in 2024.

**Action #3:** Collaborate with Greater Springfield Convention and Visitors Bureau to continue marketing Clark County as a destination.

- **Metric:** Travel and tourism investment report from the CVB.

## **Strategic Priority #2**

### **Provide opportunities for individuals and families to thrive**

**Goal:** To strength partnerships that promote and provide programming for improved safety, mental health, reduced drug use, parks, education and workforce.

**Objective #1: Maintain annual 3 percent sales tax growth.**

**Action #1:** Establish a mental health urgent care and wrap-around services for mental health among all public institutions, such as law enforcement, juvenile court and social services

- **Metric:** Complete planned facility at East High Street location through partnership with McKinley Hall

**Action #2:** Improve public safety through upgraded facilities and programming

- **Metric:** Plan and fund a new Public Safety Building.

**Action #3:** Reduce crime and gun violence

- **Metric:** Defer to Springfield Foundation grant plan

**Action #4:** Develop/encourage mentoring program by pairing experienced professionals with under skilled/new workforce

- **Metric:** Partner with workforce development stakeholders and local education providers to increase apprenticeship programs throughout the community

**Action #5:** Increased investment in parks to attract and retain population

- **Metric:** Create new parks and upgrade current facilities to improve quality of life

## **Strategic Priority #3**

### **Reduce bureaucratic red tape.**

**Goal:** Improve customer service to residents and businesses.

**Action #1:** Train county employees on internal and external customer service skills

- **Metric:** Implement job-specific training program to increase customer satisfaction
- **Metric:** Create survey in 2025 and update each year to track improvements

**Action #2:** Effectively and efficiently providing contractual services

- **Metric:** Update contracting procedures to streamline process

**Action #3:** Improve the community's image to internal and external publics to support economic investment

- **Metric:** Increase positive and decrease negative news of the community.
- **Metric:** Obtain a baseline of public opinion.
- **Metric:** Develop a plan to strategically position ourselves in the global community.

**Action #4:** Improve local government literacy

- **Metric:** Create educational program to help residents better understand local government

**Action #5:** Develop strategic plan for the Clark County Department of Job and Family Services.

- **Metric:** Deliver plan to commissioners by mid-2026.

**PLAN:** Revise in February 2026, new plan in 2028