

2014  
CITY VISIONING,  
GOALS, OBJECTIVES  
AND TASKS



Adopted by City Council  
May 5, 2014



## **CITY GUIDING PRINCIPLES, GOALS & OBJECTIVES**

During 2011, the Mayor, Members of the City Council, City Manager and senior staff met to discuss and identify a strategic vision and direction for the City of Marshall. More specifically, the participants created a “vision tour” for the City, major goals and objectives and actions to be taken in the first year of this five year plan. Two public forums were held in October and the comments were incorporated in the final 2012 Goals.

Since the adoption of this strategic vision, certain accomplishments only hoped for have now been achieved; City Hall space previously occupied by the police department has been renovated and repurposed as a Welcome Center and MAEDA offices; we have constructed long awaited public restrooms, also located at City Hall; we have purchased the former Shearman School site for future park space; and, we await ground breakings, in early summer 2014, of our new Fire Station and the Marshall Area Law Enforcement Building, a unique collaboration between the Michigan State Police, Calhoun County Sheriff and the Marshall Police Department. The City of Marshall will continue along this path as we pass the mid-point of implementing our strategic vision.

### **VISION 2016: THE CITY OF MARSHALL MICHIGAN**

The vision for the City of Marshall in 2016 will be shown by a vibrant downtown with more restaurants and performing arts venues, more nightlife, and a self-funded parking system. The City will be recognized as providing varied and abundant recreational opportunities for all of its residents, especially children and seniors. Marshall has a tax structure that allows it to benefit from economic development, enhance the appearance and vitality of its downtown, provide city services and foster a good economy. The City will have better road maintenance with bike lanes, Ketchum and Shearman Parks are landscaped, inviting play spaces, and Marshall is recognized as a pleasant and walkable community. The City will have additional area employers; and Oaklawn Hospital is recognized as a regional leader in quality health care, provided close to home. Marshall is also recognized as a leader in educational innovation, with connections to a Community College or a remote university location, while development has commenced at the Brooks industrial park. Marshall is also known for its effective communication, it is seen as a town that functions as “one”, where elected officials, city staff and their citizens come together to plan the future, solve past problems, and preserve a truly unique community.



## **CITY GOALS**

### **GOAL AREA I. ECONOMIC DEVELOPMENT**

**Goal Statement:** Sustain and intensify the economic vitality of the Marshall area.

### **GOAL AREA II. NEIGHBORHOODS**

**Goal Statement:** To continue promoting a safe and unified community.

### **GOAL AREA III. INFRASTRUCTURE**

**Goal Statement:** Preserve, rehabilitate, maintain and expand all city infrastructure and assets.

### **GOAL AREA IV. COMMUNITY LIFE**

**Goal Statement:** To achieve and sustain a concentrated effort to promote a vibrant community atmosphere in the Marshall area.

## **GOAL AREA I. ECONOMIC DEVELOPMENT**

### **Goal Statement:**

Sustain and intensify the economic vitality of the Marshall area.

### **Objectives:**

1. Improve the City of Marshall financial operations, providing financial security and stability into the future.
2. Recruit Greenhouse Project to the Industrial Park.
3. Encourage commercial and residential growth in the downtown district.
4. Through the City's partnership with MAEDA, attract more business to Marshall.
5. Promote the establishment of a multi-use complex in Marshall that may include higher education and conference capabilities.
6. Continue collaboration with schools and other units of government.

## **GOAL AREA II. NEIGHBORHOODS**

### **Goal Statement:**

To continue promoting a safe and unified community.

### **Objectives:**

1. Enhance the City of Marshall's park features.
2. Enhance neighborhoods and commercial areas to be a desirable, clean, safe, and functional place to live and work.
3. Coordinate Marshall's historic qualities and characteristics in ways that complement the future development and growth of the City.
4. Promote the public's safety awareness.
5. Seek incentive possibilities for downtown residential rental properties.
6. Continually seek improved communication options with the public.

## **GOAL AREA III. INFRASTRUCTURE**

### **Goal Statement:**

Preserve, rehabilitate, maintain and expand all city infrastructure and assets.

### **Objectives:**

1. Improve Public Safety in the City of Marshall community through collaboration and consolidated efforts.
2. Improve the City of Marshall's utility billing system and customer interface.
3. Ensure sustainability of street system.
4. Research the continued relevance of a Municipal Wireless Network.

## **GOAL AREA IV. COMMUNITY LIFE**

### **Goal Statement:**

To achieve and sustain a concentrated effort to promote a vibrant community atmosphere in the Marshall area.

### **Objectives:**

1. Explore new options and locations for Marshall Farmer's Market.
2. Increase the safety of the City of Marshall Parks and Recreation areas.
3. Enhance the City's non-motorized capabilities.
4. Expand transportation services throughout the greater Marshall area and neighboring communities.