

FY 22/23

FOCUS AREAS AND STRATEGIC GOALS



FOCUS AREA 1: CITIZEN ENGAGEMENT

To implement outreach strategies that reflect who we are and inspire people to be part of it.



FOCUS AREA 2: ECONOMIC DEVELOPMENT

To actively bring people to Cleveland County through recruitment of new industry, creating a healthy business climate for existing businesses and growing Cleveland County as a tourist destination.



FOCUS AREA 3: PUBLIC SAFETY

To ensure the safety of our residents through efficient and effective public safety agencies.



FOCUS AREA 4: FISCAL SUSTAINABILITY

To be a high-performing organization that effectively uses resources to provide high quality service to our residents.



FOCUS AREA 5: COMMUNITY WELLNESS

To promote physical activity, healthy eating, and positive relationships within families



FOCUS AREA 1: CITIZEN ENGAGEMENT

FY 22-23 GOALS

1. Promotion of the housing study in an effort to encourage developers to build additional housing opportunities in Cleveland County.
2. Support service providers with expansion of reliable broadband connections to areas of the County which are not served or underserved.
3. Explore creation of a low-cost spay and neuter program in Cleveland County in an effort to help control the unwanted pet population.
4. Identify innovative strategies to make Cleveland County a desirable place to live, work and play with a strategic focus on population growth and enhancing the quality of life for our residents.
5. Focus on litter in Cleveland County by identifying community partners to expand roadside litter pick up and develop a litter prevention campaign to incorporate in local schools.
6. Continue to increase citizen engagement & communication through sharing of information about programs and services offered by Cleveland County.
7. Focus on outreach in an effort to increase Veterans support services by collaborating with Veterans support agencies in the county.



FOCUS AREA 2: ECONOMIC DEVELOPMENT

FY 22-23 GOALS

1. Provide support to the Foothills Public Shooting Complex in an effort to recruit and retain national shooting matches.
2. Continue to support local farmers in their efforts to expand the agriculture industry in Cleveland County.
3. Analyze and perform site development on existing county-owned properties and proactively plan for future product development through private/public land-banking.
4. Analyze current retail environment to better understand existing retail product, examine what drives retail businesses to locate to a community and develop a strategy to recruit retail businesses to Cleveland County.
5. Update the Travel and Tourism strategic plan and continue to market and use data driven decisions to promote Cleveland County as a tourist destination.
6. Create a partnership with the Cleveland County Fair to ensure long-term sustainability, respect of traditional heritage and promote a culture of enhancement.

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FOCUS AREA 3: PUBLIC SAFETY

FY 22-23 GOALS

1. Seamless transition to a centrally administered EMS system designed to improve key performance measures.
2. Develop an ordinance which would prohibit nuisances which result from loud, unnecessary, and disturbing noise.
3. Maintain support for Public Safety through development and implementation of a Public Safety Strategic Plan.
4. Design and construction of a public safety campus that will be aesthetically pleasing, serve the citizens for many decades, improve efficiencies across departments, and provide a higher level of customer service to residents and visitors.
5. Take proactive approach to cleaning up dilapidated properties and educating citizens on existing solid waste ordinances and policies.
6. Create Partnerships to examine options for funding and location of a Public Safety Driving Pad.



FOCUS AREA 4: FISCAL SUSTAINABILITY

FY 22-23 GOALS

1. Continued focus on being an employer of choice through continued review of market and pay-plan alignment and value-add employee propositions.
2. Continue to partner with Cleveland County Schools with a goal of increasing teacher supplements and developing a long-term school capital improvement plan that addresses facilities (new, additions, renovations) and technology needs.
3. Maintain accelerated funding ladder for Cleveland Community College that aligns local funding with that of peer counties.
4. Increase the fund balance goal to 20% to ensure stability in the financial health of Cleveland County.
5. Continue to implement and use the Facility Master Plan to prioritize capital improvements and increase building efficiencies.
6. Identify lean principles with a focus on position justification to create efficiencies across the organization.



FOCUS AREA 5: COMMUNITY WELLNESS

FY 22-23 GOALS

1. Focus on community Wellness by identifying health disparities and partnering with community agencies to better our County's health rankings.
2. Intentionally focusing on actively engaging in the fight against substance abuse, with a particular focus on opiates including a plan on how to best use funding received from the Opioid Settlement.
3. Research the availability of funding for expansion of existing trails (Broad River Greenway and Kings Mountain Gateway trail) as well as new projects such as sidewalks, bike trails and Rails to Trails programs.
4. Expansion of youth programs which provide life coaching, career assistance and healthy lifestyle education to provide opportunities for youth to become successful, productive adults.
5. Implementation of long-term solid waste handling model that provides open market for commercial waste, 100% curbside coverage and maintains waste integrity.