

**City of Fort Smith
Strategic Goals for 2022 - 2023**

| | Topic | Subtopic | Description | Completion | Project Lead | Project Deputy Lead | Project Support |
|--------|---------------------|---------------------|--|-------------------|------------------------|----------------------------|--|
| Goal 1 | Homelessness | Downtown | Reduce chronic homelessness in the downtown region by a minimum of 5% | 12/31/24 | Carl Geffken | Jeff Dingman | Danny Baker Jimmie Deer Shawn Gard Jurena Storm Candyce Gabucci Talia Richardson Trent Goins Bill Hanna Shea Foldvary Heather Edwards Sharon Chapman Chris Joannides Bradley Hargis Heather Sanders |
| Goal 2 | New Staff Positions | Critical functions | Optimize staffing to meet the needs of a large city. Legislative liaison, grant writer, cybersecurity expert, etc. | 1/31/23 | Rick Lolley | Eric Garvin | Carl Geffken Jeff Dingman Andy Richards James Gentry |
| Goal 3 | Marketing | Recruitment | Market the city's world-class quality of place to recruit business, industry & residents. Allocate budget & identify marketing firm. \$40K | 3/31/23 | Communications Manager | Carl Geffken | Jeff Dingman Christina Williams Rightmind Advert. Chamber of Commerce |
| Goal 4 | Communication | Consent Decree | Develop a new Consent Decree Communication Plan. Complete a map of Consent Decree work scheduled, underway, & completed | 12/31/22 | Lance McAvoy | Joshua Robertson | Communications Mgr. Carl Geffken Jeff Dingman Rightmind Advert. |
| Goal 5 | Code Enforcement | Blighted properties | Strengthen code enforcement to reduce abandoned and dilapidated properties. Benchmark existing properties & implement new codes | 12/31/23 | Jimmie Deer | Shawn Gard | Jeff Dingman Carl Geffken Danny Baker Phil Christensen Daily & Woods Sherri Gard |
| Goal 6 | Business Incentives | Blighted properties | Identify incentives that can be used to attract businesses to underdeveloped areas of the city | 6/30/23 | Jeff Dingman | Carl Geffken | Chamber of Commerce Nat'l League of Cities ICMA |
| Goal 7 | Animal Control | Policies/ordinances | Modernize animal control policies by drafting and approving new measures | 6/30/23 | Carl Geffken | Jeff Dingman | Danny Baker FS Animal Haven Animal Supporters |