

CITY OF BLOOMINGTON STRATEGIC PLAN 2022 - 2027



Strategic Priorities Fund Discussion Monday, October 30, 2023



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OUR MISSION

OUR MISSION IS TO CULTIVATE AN ENDURING AND REMARKABLE COMMUNITY WHERE PEOPLE WANT TO BE.

A Connected, Welcoming Community

- People can connect with neighbors
- People are welcomed by the City into the community
- Residents are valued by the community



A Healthy Community

- Improved environmental health
- Improved human health
- Increased safety security



A Community with Equitable Economic Growth

- Economic growth is more equitably distributed
- Expanded diversity in business ownership
- Equitable job growth for workers



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A Connected, Welcoming Community



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Citywide Creative Placemaking

\$100,000 in 2024

- Expanding Creative Placemaking to build vibrant, distinctive, and sustainable communities through the arts beyond the South Loop district to the rest of the City.
- Engaging artists and stakeholders in building social fabric and local economies while making physical, place-based improvements, leveraging the distinctive character and creative and cultural resources of each place.



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Office of Racial Equity, Inclusion, & Belonging Welcome to Bloomington Program



Pictured: the Welcome to Bloomington Design Group

By organizing personalized introductions to city staff, businesses, community organizations, fellow residents, and essential amenities, new residents can quickly establish connections and create community.



\$69,000 in 2024

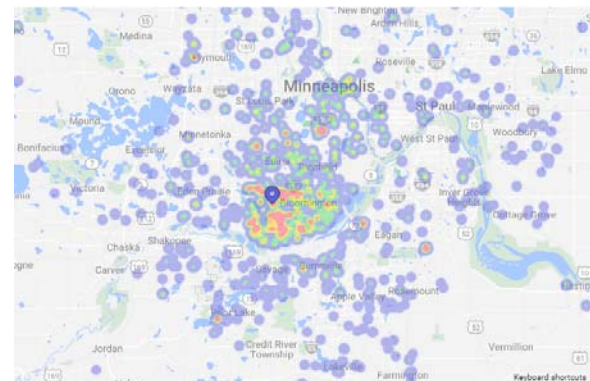
- Request will fund staffing and resources needed to execute the inaugural *Welcome to Bloomington Program*, which includes:
 - Monthly New Resident Meeting
 - City Services Resources Workshop
 - Bucket List Activities
 - Neighborhood Organized Welcome Events
 - Cultural Fair
 - Certified Welcoming City Designation

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Placer AI (Artificial Intelligence) Software

\$30,000 in 2023

- Placer.ai is complimentary to Streetlight data:
 - Streetlight = people moving through or along an area
 - Placer.ai = people spending time or dwelling in an area
- Provides accurate information on:
 - Visitors and visits
 - Time dwelling in an area
 - Demographics of visitors
 - Economic impact



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Public Relations Strategic Plan

\$95,000 in 2024

- Initiate a proactive media outreach program
- Conduct surveys
- Purchase a media monitoring tool
- Launch a promotional campaign
- Purchase paid media and advertising



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New Full-Time Position Media Relations / Marketing

\$150,000 in 2024

- Primary duties would include
 - media outreach, response and monitoring
 - purchasing paid media and advertising
 - drafting and conducting surveys
 - creating promotional campaigns, conducting or coordinating staff training
 - creating communication and marketing plans to identify key messages and stories for regular distribution to the media
 - identify other outlets for story placement



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A Healthy Community



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Public Health Mental Health Programming

\$100,000 in 2024

- Continuing to look at how we can best support our community with mental health.
- The data on mental health, especially around female students is increasingly concerning.
- The Advisory Board of Health and the Minneapolis Health Department is also involved in strategic plan development for their role in mental health.
- The Bloomington Public Health Leadership team is finalizing their work on mental health with the Advisory Board of Health and will be sharing information with the Council in December.



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Retaining Walls Replacement

\$200,000 in 2024; \$500,000 in 2025; \$750,000 in 2026

- The City has retaining walls that were built in the 1970's and 1980's that need repair/replacement.
- Most of these walls are timber built and are rotting thus losing the stability of the wall.
- Concern is that some of these walls will start to fail and will be a safety issue.



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Animal Shelter Solution



\$100,000 in 2024

- Current Animal Shelter building was built in 1962 and is inadequate to provide proper separation of animals and office space.
- Currently there is \$1.6 million in the draft CIP in 2025 for a new Animal Shelter building
- This would be improvements that can be done now to improve shelter conditions until new solution is found.



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Neighborhood Traffic Management Program

\$79,000 in 2024

- \$44,500 each year in 2025, 2026, 2027

	FY 24	FY25	FY 26	FY 27	FY 28	Funding Source
New 25 mph Entry Signage	\$12,500					Carryover from PW Maintenance
New 25 mph Informational Signage	\$12,500					Strategic Priorities
Sign Maintenance		\$1,250	\$1,250	\$1,250	\$1,250	General Fund
New Speed Radar Signs	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	General Fund
School Zone Flasher Assemblies	\$32,000	\$32,000	\$32,000	\$32,000	\$32,000	Strategic Priorities
Variable message boards	\$7,000					Strategic Priorities
Communication & Education Strategies	\$10,000					Carryover from PW Maintenance
Additional Tube Counters	\$2,500					Strategic Priorities
Trial Traffic Calming Treatments	\$25,000					Strategic Priorities
Permanent Traffic Calming Treatments		\$37,500	\$37,500	\$37,500	\$37,500	General Fund
Permanent Traffic Calming Treatments		\$12,500	\$12,500	\$12,500	\$12,500	Special Assessments or Strategic Priorities
Total	\$111,500	\$93,250	\$93,250	\$93,250	\$93,250	
Strategic Priorities	\$79,000	\$44,500	\$44,500	\$44,500	\$44,500	
General Fund	\$10,000	\$48,750	\$48,750	\$48,750	\$48,750	
Carryover	\$22,500					



Collector / Arterial Speed Limit

\$178,400 in 2024

- \$85,000 new signs on the larger roadways
- \$15,000 variable message boards during implementation
- \$78,400 signal retiming on the larger roadways



Forestry / Tree Canopy Solution



\$375,000 in 2023; \$300,000 in 2024;
\$300,000 in 2025; \$400,000 in 2026

- Log Loader Machine (2023)
- Urban Forestry Master Plan
 - *Did not receive DNR "2023 ReLeaf" Grant*
- Focus forestry staff on proactive forestry practices
- Focus on trees on City property
- Study implementation of a boulevard tree program
- Benefits to expanding the City Tree Canopy:
 - Air quality improvement
 - Climate change mitigation
 - Reduces stormwater runoff and erosion
 - Enhance visual appearance

A Community with Equitable Economic Growth



Business Development Bloomington Hatch Program



\$50,000 in 2024

- A retail pitch competition that will give ambitious entrepreneurs the opportunity to compete for \$100,000 in financial assistance, significant exposure, and a robust business network to tap into.
- Minneapolis Regional Chamber will also contribute \$50,000 and administer program

Business Development Business Retention Program

\$45,000 in 2024

- Retaining and supporting established businesses have several economic and community benefits:
 - Continue to provide jobs and contribute to the local economy.
 - Maintain a diverse business community which makes the City more resilient in economic downturns.
 - Contributes to the overall quality of life in the community.
 - More details will be presented to Council on November 27.

Compensation Study

\$250,000 in 2024

- 5 years since the last compensation study.
- Crucial to remain an employer of choice that our compensation is fair and competitive.
- Helps to attract and retain talent that reflects the community that we serve.



Fund 4200 Strategic Priorities Fund	Modeling										
	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033
Revenues											
Property Taxes			500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000
Interest and End of Year Market Value of Investments	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000
Local Government Aid from State		56,616	56,000								
General Fund-Positive Budget Variance	1,100,000										
Total Revenues	1,115,000	71,616	571,000	515,000	515,000	515,000	515,000	515,000	515,000	515,000	515,000
Expenditures											
Tax Levy Stabilization	1,100,000	1,100,000	1,100,000								
Grant to Artistry	250,000										
Community Development Remodel	419,433										
Citywide Creative Placemaking		100,000									
OREIB Welcome to Bloomington program & certification fee		69,000									
Placer AI	30,000										
Public Relations Strategic Plan		95,000									
New Media Relations/Marketing Full-Time Position		150,000									
Public Health Mental Health programming		100,000									
Retaining Walls		200,000	500,000	750,000							
Animal Shelter Solution		100,000									
Neighborhood Traffic Management Program		79,000	44,500	44,500	44,500						
Collector / Arterial Speed Limit		178,400									
Forestry / Tree Canopy Solution	375,000	300,000	300,000	400,000							
Business Development - Bloomington Hatch Program		50,000									
Business Retention Program		45,000									
Compensation Study		250,000									
Other BTT Initiatives		150,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000
Total Expenditures	2,174,433	2,966,400	2,444,500	1,694,500	544,500	500,000	500,000	500,000	500,000	500,000	500,000
Net Income (Loss)	(1,059,433)	(2,894,784)	(1,873,500)	(1,179,500)	(29,500)	15,000	15,000	15,000	15,000	15,000	15,000
Beginning Fund Balance	8,562,821	7,503,388	4,608,604	2,735,104	1,555,604	1,526,104	1,541,104	1,556,104	1,571,104	1,586,104	1,601,104
Ending Fund Balance	7,503,388	4,608,604	2,735,104	1,555,604	1,526,104	1,541,104	1,556,104	1,571,104	1,586,104	1,601,104	1,616,104



Projects still in need of funding source

Projects not currently proposed in Strategic Priorities Fund

- \$75,000 for a mobile security camera system for Parks and Recreation – exactly like the Police camera. Parks use Police’s when available, but not available as often as needed. There has been a significant amount of vandalism in the parks in the last few years and these prove to be a valuable deterrent and aided in apprehension of repeat offenders.
- \$400,000 for regrading the infields at the Dred Scott wheel. The infields are very unlevel and we have unsafe player conditions for fielding and base running. This work needs to be done in 2024 due to safety concerns.



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Discussion



**A Connected,
Welcoming Community**



**A Healthy
Community**



**A Community with
Equitable Economic
Growth**



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