

## MAJOR ACCOMPLISHMENTS RESULTING FROM PREVIOUS STRATEGIC PLANS

### 1. PUBLIC RELATIONS/PROMOTIONS/ COMMUNICATIONS OPPORTUNITIES

- Printed brochures
- Press releases
- E-news – social media presence
- Established annual presentations of the State of the City
- Published eye-catching Events and Newcomers Guide – Visitor’s Shopping and Dining Guide, Calendar of Events, Quarterly Activity Brochure
- Developed wide variety of festivals – Live Oak Arts Festival, Blues at the Beach, Hispanic Heritage Festival, Free Flowin’ on the Riverfront, Cruisin’ the Coast, Paddlepalooza
- Promoted uniqueness of Pascagoula – Arts on the Avenue, PMC Fishing Tournament, SRYC Regatta, Singing River Cyclist 2nd Saturday Bike Rides, MMM, RIL, LaPointe-Krebs House and Museum

### 2. URBAN REVITALIZATION AND COMMUNITY DEVELOPMENT

- Adopted Unified Development Ordinance (UDO)
- Pursued waterfront development
  - Renovated the Point Park
  - Renovated the River Park
  - Established the Pascagoula River Blueway
  - Established the Lighthouse Park with Pascagoula River Environmental Trail

### 3. SMALL BUSINESS AND RETAIL SHOPPING

- Established an expanded Central Business District
- Enhanced customer service at the Planning and Building Department

### 4. CULTURAL/RECREATIONAL OPPORTUNITIES

- Redevelopment of the old Pascagoula High School
  - Began development of the Mississippi Maritime Museum

### 5. CLEANLINESS AND BEAUTIFICATION OPPORTUNITIES

- Renovated Market Street landscaped medians flower beds and plants (north of railroad tracks)
- Utility Box Beautification Project: Paint Pascagoula
- Landscaped public right-of-way surrounding Hilton Garden Inn including roundabout fountain
- Installed landscaped median on Pascagoula Street between Delmas Avenue and Jackson Avenue
- Opened dialogue with the Jackson County Utility Authority regarding the waste water treatment plant. Through this partnership, strategic plant operations are scheduled around community events.



## CITY OF PASCAGOULA STRATEGIC PLAN 2015



A COMMUNITY'S STRATEGIC PLAN IS LIKE A **MOSAIC** THAT TAKES SHAPE OVER TIME AS CITIZENS GATHER TOGETHER TO CAREFULLY CONSIDER THE OPPORTUNITIES FACING THEIR COMMUNITY AND TO CHART A COURSE FOR THEIR FUTURE.

A community with an updated strategic plan is far better positioned to successfully respond to the economic, political, social, and environmental changes that the future will surely bring. Pascagoula is that community.

A cross-section of the leadership of Pascagoula first came together in 1999 to develop the initial Strategic Plan. Updates to the Plan followed in 2004 and again in 2010, with input from well over 400 residents altogether. The Plan has remained remarkably resilient and applicable in the face of unprecedented changes within our hometown over the last few years. We are living proof of Margaret Mead's words, "Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it's the only thing that ever has." From this point forward, continued commitment will ensure that Pascagoula remains a great place to **LIVE, WORK, AND PLAY.**



## 2015 STRATEGIC PLAN: EXECUTIVE OVERVIEW

In early 2015, the Pascagoula Strategic Plan Steering Committee began working on a five-year update of the plan. The University of Southern Mississippi Lott National Center for Economic Development and Entrepreneurship was commissioned to facilitate the review process. The format of the review consisted of a community-wide survey and two half-day meetings to update the Plan. This report provides a summary of the progress reported from the survey and in-person meetings to establish strategic priorities for the next five years.

### STRATEGIC PLAN STEERING COMMITTEE:

Richard Lucas, Chairman

- Drew Estabrook
- Liz Ford
- Doug Adams
- Amy Brandenstein
- Ann Pickett
- Sara Jim Boykin
- Jim McIngvale
- Hanson Horn
- Wayne Rodolfich
- Terry Bollman
- Chris Wiggins

### CITY COUNCIL:

- Mayor, Harry J. Blevins
- Ward 1, Marvin Pickett, Sr.
- Ward 2, Freddy Jackson
- Ward 3, David Tadlock
- Ward 4, Burt Hill
- Ward 5, Scott Tipton
- At Large, Brenda H. Simkins

### EX-OFFICIOS:

- Community and Economic Development Director, Jen Dearman
- Pascagoula Redevelopment Authority, Alice Walker
- Planning Board, Wesley Smith
- Recreation Commission Representative, Mike McElhaney
- Jackson County Board of Supervisors, Mike Mangum
- Pascagoula Main Street, Michele Coats
- Resurrection Catholic High School, Jake Clemens
- Pascagoula High School, Kris Rinza

## RECOMMENDATIONS FROM REVIEW PROCESS

The Pascagoula Strategic Plan Steering Committee provides executive leadership in implementing the Strategic Plan, and depends upon active participation of volunteers working to implement the goals and action plans through sub-committees. As a result of the entire planning process, a list of recommendations has been compiled to assist in ensuring the implementation process runs efficiently and effectively.

1. Formally communicate the 2015 -2019 Strategic Plan to all residents of the City of Pascagoula.
2. Encourage a wide range of residents, such as youth leaders and young professionals, to have representation on all sub-committees throughout the entire implementation process in order to spread the workload over a greater number of citizens.
3. Communicate between sub-committees to ensure each sub-committee's goals and outcomes align with one another and achieve the overall Vision.
4. Plan for an orderly rotation of committee leaders/chairpersons to ensure new ideas are generated and new perspectives are encouraged.
5. Offer an orientation process for introducing new members to experienced committee members to allow historical perspectives to be shared and new ideas to be fostered.

## THE STRATEGIC PLANNING PROCESS

The Strategic Planning Process was designed to be a two-phased approach:

1. **PHASE ONE:** Seek input from a wide, diverse range of residents and key stakeholders through a survey administered via local utility bills. Over 800 responses were received.
2. **PHASE TWO:** Seek input and guidance from community leaders through an in-person planning retreat. Over 75 participants were involved.

## STRATEGIC PRIORITIES

The City of Pascagoula has adopted the following strategic priorities for the next five years:

### 1. SMALL BUSINESS:

*Continue to strengthen Pascagoula as the shopping hub of Jackson County. In addition, create an environment in which restaurants and other retail will want to locate in Pascagoula, and citizens and visitors will support these businesses.*

- Performance Measures:
  - Increased expenditures by primary (Pascagoula) and secondary (Gautier and North Jackson and George County) sales data.
  - Increased annual commercial permits issued.

### 2. INFRASTRUCTURE:

*Continue progressive and cooperative long-term infrastructure improvements with an overall goal of:*

- Relocating of the sewer treatment plant
- Reducing flooding impacts
- Increasing and enhancing public access to the waterfront.
- Performance Measures:
  - Relocated sewer treatment plant
  - Reduced flooding
  - Increased and enhanced public access to the waterfront

### 3. ENTERTAINMENT VARIETY AND CULTURAL PURSUITS:

*Increase the opportunities for entertainment, Restore PHS Auditorium, and cultural activities for Pascagoula.*

- Performance Measures:
  - Increased business permits and attendance at festivals
  - Completion of MS Maritime Museum and the LaPointe-Krebs House and Museum

### 4. HOUSING (QUALITY, QUANTITY, AND INSURANCE):

*Expand the desired housing availability.*

- Performance Measures:
  - Increased percentage rate and median value of owner-occupied housing
  - Decreased monthly non-mortgage owner costs

### 5. CITY AESTHETICS AND SENSE OF PRIDE:

*Improve the perception and image of Pascagoula as the premier destination for family centered entertainment and culture through the increased promotion of eco-tourism, history, and festivals.*

- Performance Measure: Increased opportunities for entertainment and cultural opportunities for City of Pascagoula.

### 6. EDUCATION (K-UNIVERSITY AND PERCEPTION):

*Increase public perception by promoting the strengths of the public and private schools in Pascagoula and decrease the negative misconceptions of public education.*

- Performance Measures:
  - Increased public perception
  - Decreased negative misconceptions of education

### 7. CRIME PREVENTION AND SAFETY OF CITIZENS:

*Reduce both prescription and street drug use.*

- Performance Measures:
  - Increased education within families
  - Drug screening for youth participating in school activities and employees
  - Implementation of D.A.R.E.
  - Increased resources for drug task force
  - Increased drug court programs