



2021

Strategic Plan



City of Grain Valley





Letter from the City Administrator

The City of Grain Valley has undergone significant growth over the past two decades, presenting opportunities as well as challenges. As we continue to grow, the City is focused on making intentional decisions which build a foundation for our future.

The City's five-year Strategic Plan brings forth a document which outlines those intentions leading to an even better Grain Valley. Serving as the road map, the Strategic Plan shares the vision for Grain Valley and the objectives needed to achieve that vision. Departments will review the plan and set new short-term goals biannually to continue to make progress towards the longer term objectives.

The finalization of this plan achieves an unprecedented milestone for our community and will guide us in our significant efforts towards economic development, a clear identity and community sustainability. We are pleased to present the City of Grain Valley's 2021-2025 Strategic Plan.

Ken Murphy
City Administrator



PLANNING TEAM

Cory Scheer- Facilitator

Grain Valley Mayor and
Board of Aldermen

Ken Murphy-City
Administrator

Theresa Osenbaugh-Deputy
City Administrator

James Beale- Chief of Police

Steven Craig- Finance
Director

Shannon Davies- Parks and
Recreation Director

Mark Trosen- Community
Development Director

Community Sustainability

Grain Valley cultivates a sustainable community structure by fostering a mindset of forward thinking, adaptability and being responsible stewards of assets.

Sustaining Grain Valley

Successful communities are those that persist through generations, overcoming challenges and adapting to the changing times. Sustaining this success leads to a stable environment, prosperous economy and a sense of community pride and ownership. While it can be exciting to embrace the changing landscape of a growing community and look towards the next new development shaping Grain Valley, it is equally as important to place focus on the systems and structures already in place. As the City of Grain Valley looks to the future it will also focus on the things that will allow us to build on our solid foundation, maintaining what is in place with a mindset of quality and security.



Technology

The City will move from a 20th century technological mindset to a 21st century technological mindset which strengthens, maintains, and upgrades technology infrastructure and systems, providing adequate access and capacity by December 2025.



Standards

The City will proactively monitor systems and standards which support and foster quality development, increasing the number of citizens who are satisfied or very satisfied with City planning from 36% to 50% by December 2025.



Fund Diversification

The City will diversify the general fund revenue such that property tax will move from making up 27.83% of revenues to no more than 25% of revenues by December 2025.



Employee Longevity

The City will decrease the five-year voluntary resignation average from 7.32% to 5% by December 2025.



Communications

The City will increase the number of citizens who are satisfied or very satisfied with communication from the City from 54% to 60% through proactive communication to the community by December 2023.

Economic Development

Grain Valley is committed to intentional investments which result in prosperous opportunities for businesses and residents.

Benefiting our Community

Economic Development is a strategic intervention with a goal of improving the well-being and quality of life in the community. Economic growth is one aspect of economic development which can lead to the greater prospect of a better standard of living for individuals within a community.



Business Retention

Grain Valley will increase the 3 year average length that a local business has remained open from 4.55 years to 5.0 years by December 2025.



Business Attraction

Grain Valley will recruit businesses that are suited to the community to increase the number of local businesses from an average of 288 businesses by 10% in December 2025.



Strengthened Funding

Grain Valley will strengthen the General Fund sales tax from a base of \$1,150,000 by 15% in December 2025.

Economic Development Partners:



Grain Valley Partnership

Kansas City Area Economic Development Council

Missouri Economic Development Council



Brand Identity

Grain Valley is a community dedicated to knowing who we are and what makes us unique.

Ensuring a Clear Identity

Grain Valley is a wonderful place to live, work and play. However, the City lacks a clear and unique sense of identity. As we continue to grow, it is important to define the totality of thoughts, feelings and expectations that are held about Grain Valley to create the "Place Brand." This overarching brand will link aspects of the community such as economic development, travel, education, civic pride and more. This will allow Grain Valley to take control of our identity by giving us a chance to clarify what makes us unique, what we stand for and set the vision for what we want to become.



Defining the Place Brand

The City will move from having an undefined, non-pervasive understanding of identity to having a clearly defined, known throughout and attractional place brand by December 2021.



Brand Incorporation

The City will move from having no plan for brand incorporation to a written and defined operational strategy for incorporating the established place brand into all elements of operation by December 2022.



Brand Connection

The City will move from having no resources dedicated to the communication of the place brand to having identified resources in the budget that will be used to facilitate growth and emotional connection through the brand to Grain Valley by December 2023.