



CITY OF ROCKPORT COUNCIL STRATEGIC PLAN 2025

MISSION

Our mission is to build a thriving community with a focus on growth, health, safety, and fiscal responsibility. We are committed to effective leadership and creating a vibrant, sustainable City that perseveres the Charm of the Texas Coast, while ensuring a high quality of life, now and for generations to come.

VISION

To be a resilient and forward-thinking coastal community, where infrastructure, safety, economic opportunity, and public service come together to support smart growth, protect our charm, and enhance the quality of life for all who call Rockport home and those who visit us.

VALUES

- Integrity
- Accountability
- Inclusivity
- Open mindedness
- Consistency

INFRASTRUCTURE

1. Allocate impact fees- annually based on collections & CIP
2. Full Fee Study
 - Procure
 - Implement
 - Analyze
 - Engage
 - Adopt & Monitor
3. Street Evaluation:
 - Budget Plan
 - Evaluate
 - Prioritize
 - Develop maintenance schedule
 - Execute & Monitor

FINANCE

- 180 Day Reserves
1. Plan to get there:
 - Year 1: +30 days
 - Year 2: +30 days
 - Year 3: +30 days
 - Year 4: +15 days
 - Year 5: +15 days
 2. Optimize available resources: Explore- Implement
 3. Add 3+ revenue sources a year

RECREATIONAL OPPORTUNITY

- Expand & Diversify sports tourism opportunities.
1. Identify & Eval Existing facilities and create a report
 2. Seek Public-Private Partnerships (PPP) for facilities- Interlocal agreements to coordinate shared space usage with other agencies or jurisdictions

ECONOMIC DEVELOPMENT

1. Infrastructure Plan Accessibility: Evaluate platforms- execute
2. Prioritize types of businesses: Identify & designate- stay investment area- prioritize etc. matrix

CUSTOMER SERVICE

1. Internal: Turnover, retention, satisfaction (improvement every year)
2. Expand online customer service
3. Consistent customer service

PRESERVE & ENHANCE NATURAL RESOURCES

1. Plant native plants in strategic areas
2. New planting philosophy

HEALTH & SAFETY

1. Health care tax use

VISION BREAKDOWN

- Street
- Drainage
- Austin St- TIRZ
- Enterprise St
- Customer Service: In & Out
- Country Club Drainage
- Serve unserved areas
- Secondary water source
- Build reserves to 180 days
- Sales tax increase
- Encourage higher level businesses
- Appropriately allocate Hot Funds
- Roadway Safety: High traffic, high fatality. sidewalks (transportation plan)
- Health care
- Inter-agency cohesion
- Enhance Resources:
- Money Security