





The Strategic Plan Of The City Council

Of The City of Perry, OK

Strategic Initiative 1
Quality of Life

Quality of Life: Improve the quality of life and economic development opportunities in Perry.

Revitalize Perry's Downtown

- Support and advance the Main Street downtown revitalization efforts.
- Maintain and enhance historic district zoning and design standards, while providing clear guidance to property and business owners.
- Encourage reinvestment and occupancy of downtown buildings through targeted incentives and efficient development processes.

Railroad & Mobility Improvements

- Improve traffic mobility by addressing rail-related delays, including crossing eliminations.
- Enhance community livability by pursuing the establishment of a railroad quiet zone.

Expand Community Activities & Destinations

- Support and expand signature events such as Springfest, September Celebration, Planes & Cars, and more.
- Encourage and incentivize businesses that contribute to a family-friendly, community-oriented environment.
- Promote development of destinations like CCC and Perry Lakes and activities that provide opportunities for residents to gather and connect.

Strategic Initiative 2
Strengthen Tax Base

Strengthen Tax Base: Increase the tax base in Perry by attracting businesses to build or expand in Perry.

Promote Strategic Development Along the I-35 Corridor

- Position the I-35 corridor as a primary area for commercial growth and economic development.
- Actively market available properties and support development through targeted, financially responsible incentives and partnerships.
- Advance infrastructure planning and pursue grant opportunities to ensure the area is development-ready.
- Collaborate with key partners to guide thoughtful and coordinated development.

Increase Commerce and Tourism in Perry

- Support continued investment in amenities that will drive tourism and economic activity.
- Work with businesses to market new housing opportunities.
- Target businesses that will attract out-of-town visitors.







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Strategic Initiative 3
Communication

Communication: Strengthen communication with residents and improve alignment among the City Council, staff, and community leaders to enhance transparency and the effectiveness of city government.

Foster Personable, Face-to-face Interactions with Residents

- Communicate the City's vision and priorities through proactive outreach, including speaking engagements and other in-person opportunities.
- Provide opportunities for open dialogue through community meetings and town halls focused on key topics.

Provide Opportunities for Residents to Receive Information and Give Feedback

- Communicate openly and consistently through social media, mobile platforms, and newsletters.
- Gather and evaluate community feedback annually through a resident opinion survey to help guide priorities and decision-making.
- Continuously improve the City's website and digital platforms to provide clear, accessible, and timely information.
- Establish and maintain an annual State of the City address to highlight accomplishments and share future direction.

Strategic Initiative 4
Housing

Housing: Expand and improve housing options to support population growth, workforce needs, and overall community vitality.

- Encourage development of new single-family and multi-family housing to support population growth and provide housing for those who work in Perry.
- Promote reinvestment in existing neighborhoods by addressing dilapidated, vacant, or underutilized properties.
- Utilize partnerships, incentives, and development tools to support responsible and sustainable housing growth.
- Develop and maintain zoning and ordinances that promote growth while ensuring high-quality housing standards.

Strategic Initiative 5
Infrastructure

Infrastructure: Improve the infrastructure in Perry to address aging systems and proactively plan for the future.

- Maintain and upgrade water, sewer, and electric systems to ensure reliable and efficient service delivery.
- Continue implementation of an in-house street resurfacing and maintenance program.
- Develop and maintain a comprehensive plan to guide zoning, land use, and infrastructure decisions.
- Maintain and regularly update a long-term Capital Improvement Plan (CIP) to support strategic investment.