



City of Camden
South Carolina
Strategic Plan - 2012

VISION

The City of Camden will be a community where people and businesses thrive.

MISSION

The mission of the City of Camden is to provide the infrastructure and leadership necessary for responsible growth. Equally important is our role to foster cultural, recreational and economic development opportunities for our City.

CRITICAL SUCCESS FACTORS

- Strengthen the quality of life
- Enhance economic opportunities for businesses and citizens
- Engage citizens and other stakeholders in a dialogue in pursuit of our vision
- Strengthen our neighborhoods, parks and green spaces
- Practice good stewardship of our human, capital, financial and natural resources
- Provide a safe environment for our citizens, employees and visitors

STRATEGIC ISSUES (*Strategic Issues are not listed in prioritized order.*)

Maintain Financial Stability

Broad Strategies

- Diversify revenue sources
- Consider impact fees and the cost-of services when reviewing fee structures
- Look for partners in businesses and non-profits
- Consider technological applications for council operations (paperless agendas, iPads)
- Allocate specific funds for capital maintenance that will grow overtime

Promote Economic Development

Broad Strategies

- Provide/promote job opportunities by attracting low-impact (smaller niche) businesses/industries
- Capitalize on redevelopment corporation
- Consider contracting with the Fine Arts Center for coordination and promotion of concert series
- Work jointly with Kershaw County's economic development staff and the State Department of Commerce on a regular basis to promote economic development for the community
- City economic development staff will serve as the point of contact for all new and existing businesses to help navigate through requirements and necessary processes

- Council will receive regular updates on economic development activities
- Establish a revolving loan program and other incentives
- Consider viability of downtown hotel

Enhance the City's Appearance

Broad Strategies

- Continue undergrounding utility lines as funding is available
- Install consistent signage (way finding)
- Enhance signage ordinance
- Consider redevelopment of historic district guidelines
- Rehab/redevelop areas of residential/commercial blight
- Improve downtown visibility
- Improve appearance of gateways and greenways
- Improve appearance and functionality of city facilities

Improve Cultural/Recreational Opportunities

Broad Strategies

- Work with partners and citizens to plan for an expanded multi-purpose recreational facility centrally located with minimal traffic implications that would be financially viable
- Promote cultural opportunities and events
- Promote tourism with Kershaw County
- Enhance and promote recreational resources and opportunities

Pursue Responsible Growth

Broad Strategies

- Have council set growth policy through updating zoning codes
- Involve citizens in updating comprehensive plan
- Encourage residential and commercial in-fill where infrastructure already exists
- Develop a defined urban services boundary
- Protect natural resources, such as parks, green spaces, basins and watersheds

Encourage Cooperation with Stakeholders

Broad Strategies

- Maintain an on-going, open dialogue with community leaders (county, municipalities, school board, hospital)
- Pursue regional coordination and consolidation of services
- Enhance communication with public to promote citizen engagement

Optimize Staffing

Broad Strategies

- Focus on succession planning
- Create a culture where city staff are invested in their jobs
- Promote employee development training
- Upgrade essential positions identified by staff

Address Infrastructure Needs

Broad Strategies

- Improve water and sewer service by upgrading water and sewer lines
- Upgrade electrical lines (including circuits)
- Enhance parking
- Upgrade streets and sidewalks