

City of Solvang

Major City Goals

Develop fiscal policies that guide use of City resources

Ensure that financial stability and fiduciary oversight systems are in place in ways that provide residents and businesses with the security that the City is thriving

Determine future financial needs and required revenues and other funding sources (including reserve requirements)

Update long-term financial needs including capital improvement plan, prioritize items for revenue generation and expense savings, and establish funding strategies (including Public Private Partnerships, JPA, etc.) and reserve targets

Develop and evaluate capital and operational options for new water and wastewater treatment services

Look at range of options –

- Pursue MBR with recycled water (Council decision);
- Determine sequencing -- all at once, phasing, etc. and financing structures
- Decide about owning, operating, or working with another district (regional), Solvang owns (outsources operation), Solvang (outsources entirely) –pros and cons and next steps

Other Important Goals

Create a Master Plan for Solvang's Future

Preserve and build upon Danish heritage and pursue vibrant ways to update the City and create compelling experiences for residents and visitors that generate revenues to support and enhance City services.

- Options to streamline and make more transparent the functions of Board of Architectural Review (BAR) and Planning Commission in development review (link

- with Master Plan) and expedite updates of design and sign standards
- Consideration of Conference Center – Vets Hall (Long-Term) Hotel and Conference Center -- high priority in Master Plan
 - Identify opportunities to diversify future revenue streams
 - High-level analysis and education about options for future of west end of City of Solvang, including pros and cons, regarding uses for economic and in-fill development, urban growth boundary, sphere of influence, and annexation issues
 - Explore opportunities for implementing smart city approaches

Be more effective by doing more with less

Reduce and contain city hall operating expenses to be a best practice financial model for small city governments. Possible solutions: identify outsourcing opportunities; technology options, and analyze staffing and internal systems to meet critical demands efficiently and effectively and restructure accordingly.

Enhance walkability, safety, and enjoyment of public streets and spaces

- Explore ways to get traffic into parking garages in strategic locations so that people enjoy walking and shopping through town
- Analyze data about transits through Solvang
- Examine opportunities for traffic calming, dealing with bypasses, etc. (plan to participate and build upon SBCAG study in next fiscal year)
- Conclude consideration of the Santa Ynez Valley Bicycle Master Plan

Spruce up Solvang Park and make it more useful for events

Potential cost savings through consolidation, shared services, etc., roll into Solvang Master Plan with potential opportunity for miniature Tivoli (eat, shop, amuse), including public private partnerships and upgrading of parks to enhance Solvang feel

Enhance public engagement

Boost branding and public information, including use of web resources, to enhance outreach for more engaged residents and tourists