



Nevada, Iowa



Community-Wide Strategic Plan

PREPARED BY:



UNI / University of Northern Iowa.
Business & Community Services

Background

Nevada is a growing community that is capitalizing on its location near major highways and metro areas. The community’s leaders have been diligently working to enrich Nevada by completing the projects and initiatives laid out in its last strategic plan, *2020 Vision for Nevada*. Having successfully completed several capstone projects, city leaders determined that the time was right for aligning community priorities to develop a *Vision 2040* strategic plan to guide a unified approach for the continued enhancement and sustainability of Nevada. A broad-based Planning Team was formed to lead the process.

Undertaking the Nevada 2040 strategic planning process spanned nearly a year and included gathering community input through an online questionnaire, a community input event, and six focus groups representing audiences identified as groups of interest by the planning team. Over 300 individuals offered their observations, ideas and suggestions through the input process. Several planning sessions were held with the full Planning Team, and several sub-group meetings were organized between sessions to build out strategies within the plan. The Planning Team used the community’s input and studied economic and demographic information to inform their work and craft *Vision 2040*.

Strategic Planning Team

Planning Team members planned and promoted the online questionnaire, served as hosts and listeners at the community input event, and recruited the focus group attendees. They brought a wide range of experiences, community involvement, and areas of expertise to the planning process. The following community members and leaders are commended for sharing their time and talents toward Nevada’s *Vision 2040*:

- Brett Barker
- Michelle Cassabaum
- Sara Clausen
- Jordan Cook
- Henry Corbin
- Brenda Dryer
- Steve Gray
- Tim Hansen
- Laurie Henry
- Barb Mittman
- Linda Murken
- Loni Pringnitz
- Steve Skaggs

Nevada’s Priorities

Nevada 2040 is organized around eight priority areas. Working in concert, the goals and strategies outlined in each priority are designed to maintain and build upon the great progress being made throughout Nevada.

Housing	Downtown Development	Events & Activities	Collaboration
Connectivity	Aesthetics	Foundation For Families	Business Development

Lead Organizations

As a community-wide strategic plan, several organizations will work together to implement the strategies and actions laid out in each priority area. The lead organizations for ensuring successful implementation and monitoring progress and results include:

- The City of Nevada
- Nevada Economic Development Council (NEDC)
- Main Street Nevada
- Nevada Community School District (NCSD)
- Story County Medical Center (SCMC)
- Nevada Historical Society
- Historic Preservation Commission
- Nevada Community Betterment Committee
- Camelot Theatre Foundation
- Nevada Foundation
- Indian Creek Country Club
- Story County

Vision 2040

In 2040, Nevada is a vibrant, safe and prosperous community that checks all your boxes.

- Exemplary schools and childcare
- Housing that meets your needs
- A thriving downtown and commercial sector
- A variety of dining and shopping options
- Year round recreation
- Entertainment and culture
- Quality health care and professional services
- Easy access to metro amenities
- World class industries
- Diverse employment opportunities

Nevada's success has been cultivated by honoring its history and through innovative collaborative partnerships among community members, organizations and businesses.

Goals & Strategies

Housing:

Goal 1: In 2040, the number of housing units has increased by 514 to serve the needs of current and new residents.

Strategies	Implementation Responsibility	Time-frame	Success Indicators
1.1: Facilitate the acquisition of land for additional housing development.	NEDC	Ongoing	- Housing starts
1.2: Attract developers to undertake housing developments.	NEDC	2022 & ongoing	- Three key contacts within 12 months
1.3: Facilitate second story redevelopment in the downtown.	Main Street Nevada	Ongoing	- 100% second story spaces rehabbed/ready for use
1.4: Continue involvement with current and future real estate agents to market existing available lots.	NEDC	Ongoing	- # Lots turned over
1.5: Establish a housing rehabilitation program and implementation plan utilizing the Story County Housing Trust Fund and other potential funding sources.	City of Nevada	2023	- # of rehab permits - Use of programs
1.6: Review the City's codes and ordinances to support housing growth and maintenance.	City of Nevada	Annually	- Codes and ordinances updated
1.7: Assess and address the community's needs for senior housing.	City of Nevada, Story County Medical	Ongoing	- New Senior Care Facility completed

Downtown Development:

Goal 2: In 2040, Nevada's downtown is thriving, with filled storefronts and ongoing Main Street programming and promotions that are supporting businesses and drawing customers to the area.

Strategies	Implementation Responsibility	Time-frame	Success Indicators
2.1: Committee formed to evaluate and report on the short-term parking and overnight parking regulations, signage and other parking related issues; and City will address.	City of Nevada, Main Street Nevada	2023	- Parking plan developed - Adequate parking for DT housing units
2.2: Develop a façade improvement program.	City of Nevada, Main Street Nevada	2025	- Façade Improvement CDBG closed
2.3: Complete the Camelot Theatre renovation project.	Camelot Theatre Foundation, Main Street Nevada, Nevada Foundation, Nevada Historical Society	2028	- Theatre renovated/ reopened
2.4: Increase the number of retail storefronts on 6 th Street by encouraging businesses and property owners to think about and maximize building use.	City of Nevada, Main Street Nevada	Ongoing	- More retail on Main Street - Decreased vacancy rate
2.5: Attract a brewery to the downtown area.	Main Street Nevada, NEDC	2024	- Brewery open
2.6: Identify and attract targeted retail businesses to the downtown area.	Main Street Nevada, NEDC	Ongoing	- Market studies completed - # new businesses
2.7: Improve the accessibility of upper story spaces by constructing a shared elevated sidewalk with elevator access and fire escape.	City of Nevada, Main Street Nevada	2030	- Elevated sidewalk installed in one block
2.8: Improve community and Hwy 30 wayfinding signage to market the downtown.	City of Nevada, Main Street Nevada	2023 - 2028	- Signage installed - Billboard up on Hwy 30
2.9: Undertake an assessment of how alleys are being utilized in the downtown to maximize use and improve alley to business access.	City of Nevada, Main Street Nevada	2026	- Alley access plan completed
2.10: Develop downtown design guidelines and review City ordinances for alignment.	City of Nevada, Main Street Nevada, Nevada Historic Preservation Commission	2025	- Guidelines adopted by Council
2.11: Establish a revolving loan fund to support Main Street businesses.	Main Street Nevada, City of Nevada, NEDC	2027	- Fund developed - # applicants

Community Events & Activities:

Goal 3: In 2040, Nevada’s recreation facilities and opportunities have expanded to support both youth and adult activities.

Strategies	Implementation Responsibility	Time-frame	Success Indicators
3.1. Complete the development of the Fieldhouse project.	City of Nevada	2023	- Fieldhouse in use
3.2. Complete the development of a dog park.	City of Nevada	2024	- Dog Park open
3.3. Complete the development of a splash pad.	City of Nevada	2025	- Splash pad open
3.4. Complete the development of a mini golf course.	City of Nevada	2040	- Mini golf course open
3.5. Rehab the disc golf course.	City of Nevada	2023	- Course upgraded
3.6. Gather input from users and expand the skate park.	City of Nevada	2028	- Skate park expanded
3.7. Develop multi-use trail connectors to 6 th Street bridge (over Hwy 30) to existing trails.	City of Nevada, Main Street Nevada	2027	- Trails connected
3.8. Create an off-road (ROW) bike trail from Nevada to Ames.	City of Nevada, Main Street Nevada	2030	- Trail completed
3.9. Renew the trail levy.	City of Nevada	2027	- Trail levy renewed
3.10. Develop the Knollridge trail head.	City of Nevada	2030	- Knollridge trail head completed
3.11. Expand and connect the trail network in the community; and connect to the regional trail system.	City of Nevada	2035	- All parts of community have easy access to a trail - Nevada trail system is connected to Heart of Iowa
3.12. Expand adult recreation programming.	City of Nevada	2025 & ongoing	- Programs developed and offered
3.13. Expand recreation programming for children age 6 and under.	City of Nevada	2025 & ongoing	- Programs developed and offered
3.14. Continual marketing campaign for recreation programs and facilities.	City of Nevada	Ongoing	- Social Media stats - Participation
3.15. Support the enhancement of the Indian Creek Country Club through technical and financial assistance.	Indian Creek Country Club, NEDC	2032	- Country Club expanded, better utilized, promoted

Goal 4: In 2040, Nevada offers year-round events and activities drawing residents and visitors.

Strategies	Implementation Responsibility	Time-frame	Success Indicators
4.1. Strengthen existing community, seasonal, and holiday events.	Main Street Nevada	Ongoing	<ul style="list-style-type: none"> - Attendance increased at events - More volunteers engaged
4.2. Develop a Main Street Market.	Main Street Nevada	2023	<ul style="list-style-type: none"> - Main Street Market in regular operation
4.3. Host monthly block parties/street parties.	Main Street Nevada, City of Nevada	Ongoing Seasonal	<ul style="list-style-type: none"> - # of block parties - # of attendees
4.4. Add a spring festival.	Main Street Nevada	2022 and annually	<ul style="list-style-type: none"> - Spring Festival held
4.5. Add Evergreen to State Silos and Smokestacks as a Heritage site.	Nevada Historical Society, City of Nevada, Nevada Historic Preservation Commission	2023	<ul style="list-style-type: none"> - Heritage Site designation completed
4.6. Develop the Vision plan for rehabilitation and use of Evergreen Lane as a year round event site.	Historic Preservation Commission; Nevada Community Historical Society	2025	<ul style="list-style-type: none"> - Vision Plan completed
4.7. Design/Install coordinated historical interpretive panels and historical wayfinding signs.	Historic Preservation Commission, Historical Society	Ongoing	<ul style="list-style-type: none"> - Signage added
4.8. Develop a Discovery/History Center/Museum featuring agriculture, history of transportation, traveling exhibits.	Main Street Nevada, City of Nevada, Historical Society	2038	<ul style="list-style-type: none"> - Center or Museum opened

Culture of Collaboration:

Goal 5: In 2040, coordination and collaboration are the norm in Nevada due to ongoing communication and interaction between business, education, nonprofit, and government leaders.

Strategies	Implementation Responsibility	Time-frame	Success Indicators
5.1: Increase partnerships to enhance recreation opportunities.	City of Nevada	2023	- Fieldhouse partnerships
5.2: Resume quarterly stakeholder meetings.	City of Nevada	2022	- Meetings held
5.3: Develop a monthly community publication.	City of Nevada, Story County, Main Street Nevada, NCSD, NEDC, SCMC	2022 and ongoing	- Monthly newsletters mailed
5.4: Host regular Business Owners Town Hall meetings.	Main Street, NEDC	2022 and quarterly	- # of attendees
5.5: Focus Nevada’s social media groups and pages to ensure message alignment.	Main Street	2022 and ongoing	- Consistent information across pages
5.6: Link the community’s websites together.	City of Nevada	2022	- Websites easy to access. - Links updated and active
5.7: Strengthen collaboration with ISU to build interest in Nevada internships.	NEDC	Ongoing	- # of interns
5.8: Invite more community stakeholders to participate in Community Coffees.	City of Nevada	Ongoing	- # of attendees
5.9: Collate and record all available historical information.	Nevada Historical Society	2025	- Repository developed

Connectivity:

Goal 6: In 2040, Nevada’s neighborhoods, business and entertainment districts, and amenities are easy to find and safely navigated.

Strategies	Implementation Responsibility	Time-frame	Success Indicators
6.1: Place gateway signs on US Hwy 30.	City of Nevada	2024	- Signage installed
6.2: Develop/Install wayfinding signage throughout the community.	City of Nevada	2025	- Signage installed
6.3: Develop a City policy to review potential connectivity to existing system for all new development projects.	City of Nevada, (P&Z)	2023	- P&Z review includes connectivity
6.4: Expand the sidewalk improvement program to include new sidewalk installations to address gaps in existing neighborhoods.	City of Nevada	2026	- Updated sidewalk improvement program
6.5: Build new SW quadrant connector streets to support Hwy 30 interchange.	City of Nevada	2030	- Streets connected
6.6: Make Improvements to Airport Road/West 18 th St to support Hwy 30 interchange	City of Nevada	2030	- Improvements made
6.7: Start a Healthy Hometown initiative that focused on making Nevada more walkable and bikeable	City of Nevada	Analysis in 2022 and projects ongoing	- More bike lanes installed or marked within community

Aesthetics:

Goal 7: In 2040, a sense of pride is obvious throughout Nevada as demonstrated by attractive neighborhoods, well-maintained properties, and welcoming gateways.

Strategies	Implementation Responsibility	Time-frame	Success Indicators
7.1: Organize neighborhood associations or groups.	City of Nevada, Nevada Community Betterment Committee	2023	- Neighborhood associations formed - Neighborhood Night Out events occurring annually
7.2: Support 5-year plans developed by City department heads that meet this goal.	City of Nevada	Annually	- Projects in plans completed
7.3: Develop a community clean up and yard waste strategy.	City of Nevada	2023	- Clean up days scheduled
7.4: Create/promote an incentive program for home improvements.	City of Nevada	2022	- Program utilized
7.5: Create/Update Rental Code	City of Nevada	2022	- Code adopted by Council

Foundation for Families:

Goal 8: In 2040, Nevada has exemplary schools with growing enrollments.

Strategies	Implementation Responsibility	Time-frame	Success Indicators
8.1: Due to growing enrollments, add a school building: Early Childhood Learning Center (NCRC, Preschool, EK, K, 1, 2); Central Elementary becomes 3, 4, 5 building; Middle School becomes 6, 7, 8 building.	NCSD	2030-2040	- New school building constructed
8.2: Expand Mental Health Partnerships with area providers.	NCSD	2021 & ongoing	- # of partnerships - # of students served
8.3: Incorporate local community members and businesses into the government and financial literacy curriculum.	NCSD	2023	- # of individuals or businesses engaged in class
8.4: Expand work-based learning opportunities with Nevada Businesses.	NCSD; NEDC	2021 & ongoing	- # of students engaged - # of businesses engaged
8.5: Expand culturally inclusive and welcoming atmosphere through implementing research-based best practice social-emotional strategies throughout the school experience.	NCSD	2021 & ongoing	- School environment improved for all students
8.6: Initiate pedestrian safety programs (i.e. Safe Routes to School) to enhance safe walking and biking routes to school.	City of Nevada, School District	2022	- Crosswalks painted - SRTS programs occurring
8.7: Complete Elementary Playground Update.	NCSD	2023	- Playground updated
8.8: Host youth community leadership development programming.	City of Nevada; NEDC; Main Street Nevada, NCSD	2023	- # of youth participating in leadership program
8.9: Support and develop city leaders and student mentoring partnerships.	City of Nevada, NEDC, Main Street Nevada, NCSD	2021 & ongoing	- # of mentors - # of students

Goal 9: In 2040, Nevada’s population has increased to at least 8,000 and is meeting the needs of its families/households.

Strategies	Implementation Responsibility	Time-frame	Success Indicators
9.1: Form a Community Child Care Coalition to address child care needs.	NEDC	2022	- Coalition formed
9.2: Conduct an annual survey to gauge child care availability and community needs.	NEDC	Ongoing annually	- Surveys completed
9.3: Explore options for the physical space to accommodate child care needs.	NEDC	Ongoing	- Potential site inventory developed
9.4: Develop child care options that match community needs, including afterhours care.	Community Coalition	2022 and ongoing	- Gaps in child care addressed
9.5: Create and conduct a coordinated external community marketing effort to attract workforce, visitors and residents.	Main Street, NEDC, City of Nevada	Ongoing	- Increased tourism - Growing businesses - New residents
9.6: Distribute marketing resources for proactive employers to use as they hire employees to “sell’ living in Nevada.	Main Street Nevada, NEDC	Ongoing	- Employee attraction and retention
9.7: Resume the “Welcome Basket” with volunteers from the community.	Main Street Nevada	2022	- # of baskets
9.8: Host after-hours community orientation social events for new residents.	Main Street Nevada	2022 and quarterly	- # of attendees
9.9: Ensure new resident recruitment is embedded in Main Street events. (“Why Nevada? Tent)	Main Street Nevada	Ongoing	- # of events - # of attendees
9.10: Continue the “Leadership Nevada” program.	Main Street Nevada	Ongoing	- # of participants

Business Development:

Goal 10: In 2040, Nevada has a strong economy with diverse businesses and industries offering quality employment opportunities for all educational levels and interests.

Strategies	Implementation Responsibility	Time-frame	Success Indicators
10.1: Develop a strategy to redevelop the Story Medical North Campus	Story Medical, NEDC	2025	- Property redeveloped
10.2: Engage in activities that increase capital investment in Nevada	NEDC	Ongoing	- \$500M in 10 years (~25M/year)
10.3: Undertake Business Attraction and Business Expansion programming	NEDC	Ongoing	- 1,000 new jobs (~50/year)
10.4: Facilitate the development of additional “shovel ready” land for industrial growth	NEDC	Ongoing	- 300 acres shovel ready