



VISION 2040

VISION 2040 REPORT CARD 2018

McGregor will be recognized as an outstanding destination small town in Texas to call home, build a career, grow business, and explore.

The community will attract quality growth by innovating and investing strategically in infrastructure, safety, wellness and education excellence to build a sense of community, an active main street, new and diverse housing choices and advance economic development.



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ADVANCING THE VISION THROUGH ACTION

McGregor will develop and execute clear and focused strategy that advances the following BIG 7 action items. In the next 5 years, McGregor will:

BUILDING COMMUNITY

1. ECONOMIC DEVELOPMENT & MAIN STREET: A. ECONOMIC DEVELOPMENT

*Vision: Recruit and retain quality projects that advance
VISION2040: Focus on quality over quantity*

ACTION ITEMS	PROGRESS
Complete Certification of McGregor Industrial Park (MIP)	75 %
Update Industrial Park Master Plan (waiting on certification)	ON HOLD
Conduct quarterly business retention visits with major employers	ONGOING
Attract an additional “quality anchor” company to MIP	ONGOING
Implement McGregor Executive Airport master plan	ONGOING
Attract tenants identified in the retail Leakage Study	ON HOLD
Attract a retail anchor to the proposed Dwyer development	ON HOLD
Complete Hotel Market Study	ON HOLD
Craft and pass an appropriate alcohol proposition (Election)	MAY 2019
Identify and prioritize land for development along corridors	ONGOING
Expand community-corporate partnerships	ONGOING
Increase Chamber engagement	ONGOING
Tell our story	ONGOING

B. PLACEMAKING (MAIN STREET)

Vision: Activate Main Street for residents, visitors, and people who work in McGregor. Create places people want to be.

ACTION ITEMS	PROGRESS
Enhance walkability and streetscapes on Main	ON HOLD
Complete all 4 gateway entrances	50%
Implement multi-layered Way Finding program	ON HOLD
Main Street Master Plan	ON HOLD
Conduct monthly main street business visits	ONGOING
Consider Main Street incentives to attract new businesses	ONGOING
Dedicate staff to Main Street McGregor and local businesses	DONE
Brand and Market Main Street McGregor	ONGOING
Develop an online presence for Main Street	ONGOING
Promote Wi-Fi hot spots in small businesses	ONGOING
Facilitate sustainable redevelopment opportunities	ON HOLD
Track and promote a property inventory and project priorities	ONGOING
Engage Historic District Committee Federal Registry status	ON HOLD
Review boundary that is eligible for the Main Street incentive	DONE
Downtown Exchange	FUNDED
Engage expertise in public space www.teambetterblock.com	ON HOLD
Prove market for the Exchange	DONE
Secure funding to complete construction of the Exchange	DONE
One Time Investment (National Draw, i.e. Mice on Main)	ON HOLD
Annual events (statewide draw, i.e. Rocket Festival)	ON HOLD
Seasonal events (regional draw, i.e. Spring Fling on Main)	IN PROGRESS
Regular events (local draw, weekly/monthly, i.e. 4th Friday)	IN PROGRESS
Tell our story	ONGOING

2. SENSE OF COMMUNITY & QUALITY OF LIFE (“TELL OUR STORY”):

Vision: Communicate progress, results, and opportunities for engagement of all constituencies to build community wide ownership of VISION2040 and promote VISION2040 successes to attract prospective residents, workforce and developers.

ACTION ITEMS	PROGRESS
Update VISION2040 logo, tagline, and social media brand	DONE
Dedicate staff to “Tell our story”	DONE
Update stakeholder website [specifically Chamber]	DONE
Celebrate results by adding VISION2040 branding	ONGOING
Expand messaging of the “Tell our story” Public Relations campaign	ONGOING
Continue VISION2040 Steering Committee updates	ONGOING
Tell our story	

ESSENTIAL SERVICES

1. EDUCATION:

Vision: McGregor ISD is recognized as an innovative, high-performing district that is attractive to prospective residents, employers and employees.

ACTION ITEMS	PROGRESS
Complete a successful transition of McGregor ISD leadership	DONE
Build community engagement to support the new Leadership	DONE
Adopt a Strategic Plan for McGregor ISD	IN PROGRESS
Implement recommendations of the McGregor ISD Facilities Study	IN PROGRESS
Expand community and corporate support of MISD Foundation	ONGOING
Implement strategies to improve Career and College readiness	ONGOING
Promote the distance learning opportunities available in the region	IN PROGRESS
Tell our story	ONGOING

2. INFRASTRUCTURE

Vision: Build and maintain Infrastructure that promotes quality growth.

ACTION ITEMS	PROGRESS
Complete and fully fund Phase 2 Capital Improvement Plants (CIP 2)	IN PROGRESS
Increase funding for utility Maintenance to \$200,000 per year each	DONE
Assess plans for long-term regional water and waste water	IN PROGRESS
Plan and fund utility improvements related to regional services	ON HOLD
Prioritize future CIP infrastructure projects for Site Certification	ON HOLD
Identify funding models for infrastructure for Certified Site at MIP	ON HOLD
Educate the public regarding utility services	ON HOLD
Implement Street CIP that defines standards for street maintenance	ON HOLD
Communicate the timing of funding and construction for the streets plan	ONGOING
Separate MISD and MIP access	
Identify funding options for a North Entrance to McGregor Industrial Park	ON HOLD
Identify grant or bond funding for Bluebonnet or alternate MIP access	ON HOLD
Identify funding for a parallel road to Bluebonnet Drive	ON HOLD
Communicate to the public TXDOT projects that impact McGregor	ONGOING
Meet semi-annually with TXDOT to communicate McGregor	ONGOING
Tell our story	ONGOING

3. PUBLIC SAFETY & CODE ENFORCEMENT:

Vision: Be a clean, safe, and healthy community that supports and serves all its constituencies

ACTION ITEMS	PROGRESS
Continue code enforcement demolition and in-fill incentive	ONGOING (80)
Engage community volunteers in code enforcement support	REVOLUTION
Add a police officer to the local PD force	ON HOLD
New Central Fire Station per NFPA standard	ON HOLD
Continue utilizing cooperative partnerships for new equipment	ONGOING
Launch campaign to recruit new Volunteer Fire Fighters	IN PROGRESS
EMS: Continue contracting with Coryell Memorial for EMS service	DONE
Tell our story	ONGOING

4. HOUSING:

Vision: McGregor is a residential destination for diverse, quality housing and a community of choice in Central Texas

ACTION ITEMS	PROGRESS
Continue to implement residential incentives	DONE
Expand marketing housing incentives to regional stakeholders	ONGOING
Start construction of new residential subdivision	OCTOBER 2018
Attract quality multi-family construction and renovations	ON HOLD
Review ETJ and future annexation plan	ONGOING
Zoning board complete update of city codes	IN PROGRESS
Secure partnership with non-profit, such as Habitat for Humanity	DONE
Tell our story	ON HOLD
	ONGOING

5. RECREATION & WELLNESS:

Vision: Develop and activate community amenities that promote an active lifestyle and establish McGregor as a healthy, active place to live and work.

ACTION ITEMS	PROGRESS
Establish Park Board	ON HOLD
Update and implement Parks Master	ON HOLD
Work with McGregor Movement to promote programs and events	ONGOING
Update marketing to promote children’s recreation & sports programs	ON HOLD
New Unit parks	IN PROGRESS
New Water recreation (pool or splash pad)	ON HOLD
New Walking trails	IN PROGRESS
Disc Golf (18 Holes) along Harris Creek at Amsler Park	DONE
Soccer Field Lights and expanded soccer facilities	ON HOLD
Develop plan and funding to build a Rocket Park	ON HOLD
Develop trail plan from the Exchange to the Cotton Belt trail	50%
Improve and promote Active Recreation options in McGregor	ON HOLD
Assess the future of youth rodeo as a recreational destination	ON HOLD
Expanded clinic hours, on-site employer clinics	ON HOLD
Market proximity to 24-hour urgent care expansions in the region	ON HOLD
Tell our story	ONGOING