



CONOVER

North Carolina



SUMMARY DOCUMENT
STRATEGIC PLAN
2025-2026

WWW.CONOVERNC.GOV

VISION

“ AN INNOVATIVE COMMUNITY WHERE PEOPLE WORK TOGETHER TO SUPPORT AN EXCEPTIONAL QUALITY OF LIFE, ECONOMIC VITALITY, AND CIVIC ENGAGEMENT. ”

CONOVER CITY COUNCIL



Kyle J. Hayman
Mayor



Bruce R. Eckard
Mayor Pro Tem



Mark R. Canrobert
Council Member



Joie D. Fulbright
Council Member



Jim C. Green
Council Member



Brenda J. Powell
Council Member



MANAGER'S MESSAGE

Since 2023, Strategic Planning has brought focus to the organization's initiatives and goals and has been used to prioritize the City's efforts. The 2023-2024 Strategic Plan had five focus areas. The 2025-2026 Strategic Plan establishes three focus areas: prosperity, well-being, and innovation & excellence. Each focus area has three broad goals that are stated in shorthand for this document. Specific strategies, projects, and initiatives are developed pursued to accomplish each goal.

Conover's Strategic Plan is straight-forward, understandable for all, and lays out reasonable goals for the organization to achieve over the next two years. City leadership has no interest in a plan that sits on the shelf collecting dust. Similarly, there is no interest in creating incentives for departments to waste time pursuing poorly defined performance metrics. We also acknowledge strategic planning is an ongoing effort, and we will continue to update our goals and respond to the evolving needs of the community.

This document is a deliberately brief summary of the Conover Strategic Plan: 2025-2026. Citizens who want to know more about Conover's strategic planning process are encouraged to reach out to the Administration Department for more information.

Tom Hart
City Manager

Tom Hart
City Manager

Susan Williams-Matthews
City Attorney

Stephanie Watson
City Clerk

Kurt Beal
Finance Director

Mark Stafford
Fire Chief

Madeleine Epley
Human Resources Director

Christopher Niver
Information Technology
Director

Erik Schlichting
Planning Director

Robert Houston
Police Chief

Terry Jones
Public Works Director

Brian Bradshaw
Public Utilities Director

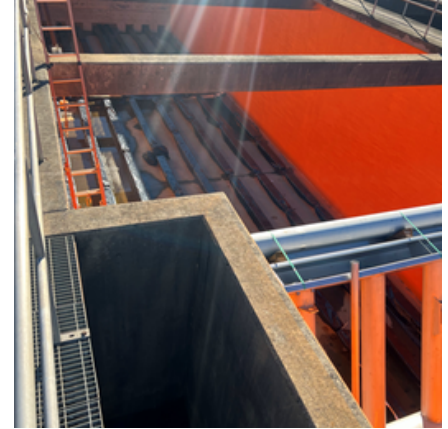
PROSPERITY

CORE INFRASTRUCTURE

Our water and sewer utilities, along with our street network, are our largest assets representing significant investments made in the past to benefit us today. City leadership is committed to spending the funds needed today so it continues serving our community into the future. We have made significant investments in Conover's sewer plant and continue to partner with Hickory.

Most roads are controlled by the state but Conover maintains an extensive network of local streets. Conover invests nearly a quarter million dollars in our streets each year and works with state officials to advocate for local transportation projects.

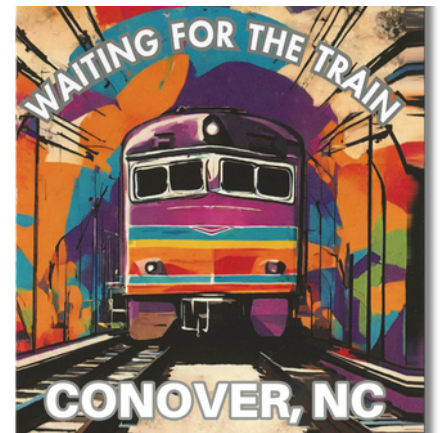
Conover has worked for nearly two decades to position itself as the Amtrak stop location for our area. Regional train service will expand transportation options for locals and increase our community profile.



GROWTH CONTROL

Since WWII, Conover's population has grown 20-30% each decade then growth stopped between 2010-2020 after the Great Recession. In the last few years, growth is returning to normal historic levels. While growth can offer opportunities, it also presents challenges. This plan commits the City to controlling growth mainly by adopting a new Unified Development Ordinance to regulate development.

About 1% of homes in Conover are located in or near a floodplain. While resources are limited, we prioritize proactive stormwater management, using best practices and innovative solutions in every project to reduce flooding.



ECONOMIC DEVELOPMENT

The City continues to work with the Catawba Economic Development Commission to proactively attract and recruit target industries to Conover. Target industries are generally those with a promising long term economic outlook that generate high paying jobs or high property tax revenue.

The City will continue working with various economic development partners to maintain Conover's position as an attractive community in which to do business and work to promote key sites for economic development.

WELL-BEING

SAFE NEIGHBORHOODS



Neighborhoods are the building blocks that make up our city. We want to protect the integrity of those places and ensure quality living for everyone. We are making neighborhoods safer by lowering residential speed limits, increasing police bicycle patrols, and making investments in neighborhood parks. We're also continuing with significant public safety investments including new police and fire radios, new fire trucks, enhanced ability to respond to shootings, AED's in all police cars, and more.

VIBRANT WALKABLE PLACES

Getting outside is good for our physical and mental health. We want to make healthy living easier for our community by investing in parks, building new sidewalks, making stricter requirements for natural and recreation spaces in new developments, and planting more trees in parks and on city properties. These along with other initiatives will continue to build on what already makes Conover so desirable.



CITIZEN PREPAREDNESS



We are embracing that citizens are the community's *"first-first responders"* by empowering citizens to help themselves and their neighbors. We've been working with our local schools, churches, and businesses to provide CPR and fire extinguisher training. Will continue more first-aid and safety classes for the public and better public messaging to help you keep your home safe.

INNOVATION & EXCELLENCE



PREFERRED EMPLOYER

Better employees = better service for our citizens so we are committed to hiring, training, and keeping a top-notch workforce. We need to keep our pay, benefits, and workplace policies competitive and continue investing in our employees with training and development.



ENGAGED CITY COUNCIL

Our City Council is committed to staying informed and engaged through strategic meetings, topical workshops, and attending relevant conferences. Our City Council is active at the regional and state levels making sure Conover's interests are served. These all create a collaborative atmosphere of collegiality and effective governance.



INVITING PARKS & FACILITIES

Our parks and city buildings belong to the people, and we want to make sure you always feel welcome in and proud of them. We are making major investments in our parks and are working so that our buildings are easy to identify from the outside, easy to find your way around, and inviting to be inside of.