Strategic Vision

Freeport’s Strategic Vision is the city’s guide to help shape the work of the city, both internally for staff and externally to address the community’s needs. The framework guides all plans that are being created within city departments, setting the direction for implementation.

It provides direction to city staff, consultants, and contractors that are working in the city on projects and policies. The Vision informs community partners, helping to build more alignment while strengthening partnerships.

Freeport’s Strategic vision builds upon Freeport’s entrepreneurial and makers heritage. At the same time, it sets a fresh path towards a future filled with emerging opportunities, rapid change, and new partnerships. This framework lays out the key issues which need our attention and resources in the near term, while holding up a vision for progress and prosperity over the long term.

2035 Vision Statement

Freeport is a destination of choice. Our innovative city boasts an entrepreneurial economy with vibrant, and safe neighborhoods. Freeport supports an abundance of educational, cultural and outdoor experiences for all residents including visitors. Our community is connected, accessible and welcoming. There are opportunities for growth for all.

2035 Mission Statement

The City of Freeport is an engaged partner that helps foster entrepreneurship and a vibrant city by providing efficient modern services to our community.
City of Freeport 2035 Priority Areas

Connected, Accessible & Safe Community

Diverse and Engaged Citizens

Effective Public/Private Partnerships

Premier Education, Arts and Culture

Responsive, Efficient Government

Thriving Entrepreneurial Economy Built on our Makers Heritage

Vibrant Neighborhoods
Connected, Accessible & Safe Community

Our community is safe and welcoming. Our police, fire, and emergency management systems are well equipped and staffed by a team of people who foster a community service approach to their work; resulting in lower crime rates and faster response times.

If you live, work, or play here, you want to be involved and you have a voice. Diverse interest groups work together to tackle problems. Neighborhood engagement efforts enable residents to express thoughts, visions, and concrete plans that build a collective and engaged community.

Whether you drive a car, take the bus, ride a bike or walk, getting around Freeport is easy. Public transportation is widespread, frequent, and reliable. Sidewalks, greenways, and nationally recognized bike facilities get us where we want to go safely keeping us active and healthy. It is easy to live in our community without a car while enjoying economic, academic, and social success. State-of-the-art fiber networks support our emerging economy by connecting every part of our community to every part of the world.
Diverse and Engaged Citizens

We are an inclusive, diverse and growing community comprised of engaged citizens. Freeport is a community where everyone can participate. Citizens are well informed of positive momentum and challenges facing the community, empowered as part of the solution. We all have opportunity to fulfill our potential because of easy access to healthy and affordable food, transportation, quality education, and living-wage jobs.

Effective Public/Private Partnerships

Public and private partners have a demonstrated unity of purpose. Anchor Institutions in our community work in strong alignment with our City government. We work closely with local, regional and statewide economic development partners by aligning our work with shared resources. Individual and corporate citizens generously invest in our community through partnerships, including public/private projects that enrich the quality of life in the city.
Premier Education, Arts and Culture

Freeport ensures the best education for young people and adults by supporting an environment that recruits and retains the best teachers. Our schools attract families to Freeport, helping our community grow. We work together with institutes of higher learning to train and educate our future leaders, workforce, and entrepreneurs. Freeport’s arts-and-culture sector offers extraordinary cultural events, learning opportunities, and outdoor experiences for people of all ages. Distinctive cultural districts are linked to Freeport’s bustling commercial districts. Open spaces, bike paths, parks, greenways, and community gardens are abundant throughout the city. The river is accessible for recreation, enjoyed by residents and visitors alike.
Thriving Entrepreneurial Economy Built on our Makers Heritage

Our city is unique in its locally-focused economy. Local businesses are vibrant. No matter where you are in the city, you see a diversity of customers, employees, and business owners. Historic buildings are home to eclectic businesses that reflect the character of the city. A creative economy of artists, makers, and innovators thrives. If you do your part, you will find opportunity for success.

As an employer, the City values its workers, retaining a professional highly-qualified workforce. Businesses of all types share these values. They locate and grow in Freeport, to offer a wide range of career opportunities. Educational options, workforce development, access to capital, economic incentives are plentiful. A culture which values homegrown businesses make our economy strong.

Responsive, Efficient Government

Freeport’s City Government responds quickly to community needs through open channels of communication internally and with the community. We use our debt capacity and revenue wisely in order to maintain and improve the City’s infrastructure. We strive to control costs while providing the highest possible level of service. We have a diverse revenue base that enables us to plan for growth far into the future. City government is trusted and transparent. The community is empowered to participate with the Government using the latest technologies and communication methods.
Vibrant Neighborhoods

Freeport’s neighborhoods are safe and affordable with small-town feel that attracts families and a growing workforce. Each of our neighborhoods are connected to the many parks and recreation areas.

Just a short walk or drive from any of our neighborhoods, our downtown streetscape is revitalized, supporting a wide variety of shops, restaurants and businesses. Our commercial corridors host a mix of businesses that meet the needs of the community while attracting regional commerce.
How the Strategic Vision and Goals are Implemented

The City Manager and Mayor/City Council each have responsibility to ensure the strategic vision and goals are carried out and the entire community is equitably served.

The Mayor/City Council have developed the long-range strategic vision and goals. Together they oversee the general administration, make policy and set the budget. Mayor and City Council action items are outlined in the Policy Agenda.

The City Manager and his team carry out day-to-day operations and the policies established by the council. Management team action items are outlined in the Management Agenda.
Policy Agenda items are priorities that need direction or a policy decision by the Mayor and City Council, need a major funding decision by the Mayor and City Council, or that need Mayor and City Council leadership in the community or with other government bodies.

2020-2022 Policy Agenda (in alphabetical order)
- Arts/Culture Vision & Policy
- Code Enforcement Policy Updates
- Communication/Engagement Plan
- Continued Funding for Safety Initiatives
- Effective Land Use
- Fiber Network Expansion
- Strengthen & Build Accountable Regional Economic Development Partnerships
- Ward & Zoning Map/Policy Updates

Management Agenda items are priorities for which the Mayor and City Council has set the overall direction and provided initial funding, may require further City Council action or funding, or are major management projects that may take multiple years to implement.

2018-2020 Management Agenda (in alphabetical order)
- 2020 Census Counts Campaign
- Bike Path Expansion
- Completion of Comprehensive Plan/Zoning Map
- Demolition / Blight Reduction Initiative
- Fiber Network Expansion
- Integrated Capital Improvement Plan
- Pre Disaster Mitigation Program
- Public Safety Department Structure & Assets Review
- Streamline Code Enforcement
- Streetscape Improvements
- Transportation Improvements Study
- Tree Removal Program (Ash)
- Water/Sewer/Storm Sewer Improvements
About the City of Freeport’s Vision and Goals for 2035

During a series of meetings and a retreat in the fall of 2019, Freeport Mayor and City Council reaffirmed a vision for the year 2035 and a detailed list of priorities that will be pursued over the next 3 years.

The vision and priorities were informed by community stakeholders and department leaders from the City of Freeport through surveys and a day-long, in-person, planning session.

The vision statement describes how Mayor/City Council envisions Freeport in 2035. The seven priority areas explain where the Mayor/City Council will focus its energy and the measures it plans to take.

The policy and management agenda will be the focus of the current Mayor/City Council, in coordination with City staff, in the next 3-years, to do its part in fulfilling the vision.
Freeport City Council Members

Mayor Jodi Miller
Eric Borneman – 1st Ward
Peter McClanathan – 2nd Ward
Art Ross – 3rd Ward
Don Parker – 4th Ward
Patrick Busker – 5th Ward
Sally Brashaw – 6th Ward
Dan Misek – 7th Ward
Jim Berberet – At Large

Lowell Crow – City Manager

Facilitation for Freeport’s Strategic Planning conducted by: