



VISION 2020 PLAN

The City of Central City anticipates a population decline with the release of the 2010 census results. The Mayor and City Council wish to establish clear and aggressive goals for the reversal of this population decline and provide leadership in pursuing projects and initiatives that will promote the long term health and growth of the community.

Several factors have contributed to the projected population declines, including:

1. Decline in average household size. As households get smaller, population declines unless new residences are built to house more people.
2. Loss of major employers. The 2000-2010 timeframe saw the loss of major employers in the community and workers have presumably moved to pursue other employment opportunities.
3. Aging Housing Stock. As houses age and become uninhabitable the population will decline unless those houses are replaced.
4. Statewide Trends. Nebraska communities experiencing growth are generally located within metropolitan areas or within very close proximity to the interstate. The few exceptions are generally much larger communities.

GOALS

1. To stabilize population loss and halt the decline in average household size.
2. To achieve a community population of 3,000 in 2020.
3. To create new employment opportunities through business retention and recruitment efforts.
4. To create a more attractive community through specific improvements to the town appearance and the availability of public amenities.
5. To spread the word about the excellence of Central City through effective marketing efforts.
6. To improve community morale and sense of community by promoting and fostering positive attitudes towards Central City among our residents.

7. To establish Central City as the premier small town in Central Nebraska.

STRATEGIES

1. Create first class sports facilities to promote the health of all residents, develop successful sports programs for youth, and elevate the level of success of our competitive teams to enhance community pride.
 - a. Continue Improvements to the South Park sports complex.
 - b. Establish a second baseball field at Kernal Field.
 - c. Make additional improvements to the ball field at North Park.
2. Make additions and improvements to our park facilities to improve the attractiveness of Central City and elevate the “liveability” of the town.
 - a. Establish a linear park and hiking/biking trail from 28th Street to the Platte River.
 - b. Construct a picnic shelter at North Park
 - c. Continue improvements to the pond area, including additional trees, benches, lighting and a pergola.
3. Create new housing opportunities for all segments of the population through the availability of construction lots for all types of housing units.
 - a. Acquire dilapidated housing units with the intent of demolishing them and redeveloping the lots, or provide assistance to those who wish to accomplish the same goal.
 - b. Establish a new, large subdivision that can accommodate an influx of new residents.
4. Make investments in critical infrastructure to create a sustainable community capable of supporting its residents.
 - a. Remove & repave concrete streets in seriously deteriorated condition.
 - b. Grind & Overlay asphalt streets in deteriorated condition.
 - c. Construct a parallel taxiway at the airport
5. Initiate and aggressively pursue an effective marketing and image development campaign on behalf of the community.
 - a. Establish a new, modern website with the intent of generating much heavier traffic than any previous community websites.
 - b. Create branding and identity materials for use in marketing efforts.
 - c. Establish a marketing strategy to improve the image of Central City, increase awareness of the community and our assets and to drive traffic and visitors to the community.
 - d. Establish a Central City Tour program with guide-book.