



Beloit
WISCONSIN

STRATEGIC PLAN UPDATE

**MARCH
2025**





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2024-2025 CITY COUNCIL



Back row: Marty Densch, President Kevin Leavy, Vice President
Kevin Day, Markese Terrell
Front Row: Sherry Blakeley, Yusuf Adama, Nancy Forbeck



GOAL 1: CREATE AND SUSTAIN *SAFE AND HEALTHY NEIGHBORHOODS*

Create and sustain safe and healthy neighborhoods by reducing crime, fear, and disorder through community collaboration, community revitalization, and ensuring public safety and economic security using honorable and progressive methods.

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- A. Reduce crime, fear, and disorder.
 - B. Engage residents, businesses, and community organizations.
 - C. Minimize injury; prevent loss of life, property, and natural resources.
 - D. Focus on community revitalization that incorporates people, property and physical security.
 - E. Ensure adequate public infrastructure that provides for public safety and economic security.
 - F. Provide quality fire inspection and enforcement initiatives to minimize potential hazards.

HIGHLIGHTS

- Reports of crimes in Beloit decreased by 7.3%.
- Clearance rates of crimes increased year over year.
- Tips received through Greater Beloit Area Crimestoppers increased by 3.5% year over year.
- 902 youth participated in programming through CDBG-supported services, an increase of 230%.
- 397 individuals participated in job training and life skills education through CDBG-supported programming, a 111% increase.
- 2 annual neighborhood cleanups held.
- 20 formal community listening sessions held.
- 17% decrease in vehicle crashes involving an injury.
- 7 homes sold to Acts Housing, promoting homeownership.
- Building permits for residential improvements projects totaled \$5.2 million.
- Vacant properties in the city decreased from 272 to 184; some of the houses were sold and turned into occupied units.



GOAL 2: CREATE AND SUSTAIN *A HIGH PERFORMING ORGANIZATION*

A high performing organization is one with a common sense of purpose, constant improvement, taps into employee talent and innovation, recognizes leadership at all levels, and is representative of the community we serve.

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- A. Foster a diverse and inclusive workplace and build a workforce that reflects the cultural, ethnic, and racial diversity of the community we serve.
 - B. Establish an organization-wide understanding of what high quality public service means through proper training to sustain current industry trends.
 - C. Implement schedules, wages, and working conditions that increase motivation, performance, and satisfaction of employees, while maintaining organizational flexibility, oversight, and responsiveness to our community.
 - D. Partner with other jurisdictions and organizations.
 - E. Emphasize fiscal responsibility.
 - F. Identify, create, and implement operational synergies that accentuate service delivery and efficiency across all City departments and divisions.
 - G. Expand partnerships in order to maintain an efficient and highly trained organization that is capable of providing needed fire and EMS-related services.
 - H. Modernize emergency operations management.

HIGHLIGHTS

- The City of Beloit completed 86 recruitments in 2024, resulting in 340 hires:
 - **Full-time:** 36 hires; 83.3% male/16.7% female; 72% white/14% Hispanic/11% African American/3% Asian.
 - **Part-Time:** 10 hires; 60% female/30% male/10% non-binary; 90% white/10% Hispanic.
 - **Seasonal/Casual:** 294 hires; 61.57% female/38.43% male; 77.89% white/8.51% Hispanic/8.16% African American/4.42% two or more races/.68% Asian/.34% Native American.
 - The city will take appropriate recruitment and outreach steps to ensure the workforce is reflective of the community we serve while hiring.
- The City's health fund has sustained a solid financial outlook from 2021-2024, reversing the negative trends prior to 2020.
- Number of people subscribed to winter weather emergency notifications grew by 10% with 3,052 people subscribed by the end of 2024.
- Our fire department trained for 8,158 hours with surrounding jurisdictions to create efficiencies when responding to emergencies in the stateline area.



GOAL 3: CREATE AND SUSTAIN *ECONOMIC & RESIDENTIAL GROWTH*

Foster investment and job growth thereby improving the quality of life, educational attainment, housing availability and affordability, resulting in prosperity for all.

- A. Retain and expand existing business.
- B. Stimulate business attraction in all sectors.
- C. Connect educators, workforce organizations, and employers to ensure a diverse talent pipeline.
- D. Foster regional partnerships to promote sustainable development.
- E. Increase inclusive housing inventory to serve existing and new residents.
- F. Utilize Tax Increment District (TID) housing funds to create additional affordable housing units in the City of Beloit.
- G. Consider new tax increment financing districts to promote future growth.

HIGHLIGHTS

- Ho-Chunk Nation broke ground on the \$500 million casino and resort project in October 2024.
- \$46 million in capital investment made in the city in 2024.
- 70 new jobs created through economic development efforts.
- 6.5 acres sold in Beloit.
- 14,535 square foot developed, helping to stimulate additional business growth.
- 482 students connected directly to businesses.
- 4 employers newly engaged with workforce organizations.
- Beloit Transit modified 4 routes and added 5 stops to improve connections to major employers.
- Created 8 new residential development contacts.
- New financial incentives in place to promote residential development through TIF Housing Fund:
 - \$6 million for affordable rental housing creation
 - \$363,000 for downtown upper floor housing grants
 - Western Hills subdivision sold to Acadia Homes for single-family home development
 - Roof replacement program introduced
 - \$1 million market rate housing program introduced in February 2025
- 47 parcels under contract for new housing.
- 48 housing units added to inventory or under contract to build.



GOAL 4: CREATE AND SUSTAIN *A HIGH QUALITY OF LIFE*

Provide and maintain a vibrant community to work, live, and play within a sustainability framework that creates environmental, economic, and social opportunities to ensure the long-term viability of the community for current and future generations.

- A. Provide clean, safe and well maintained parks and their related facilities.
- B. Provide access to diverse recreational activities for health, well-being, entertainment, character, and social development.
- C. Increase literacy and provide lifelong learning opportunities.
- D. Remove trees that present a risk to the public and grow the urban forest canopy.
- E. Promote sustainability efforts within the organization and throughout the community.
- F. Promote alternative modes of transportation to reduce reliance on motorized vehicles.
- G. Plan for the USS Beloit Commissioning.

HIGHLIGHTS

- Parks & Recreation offered 80 activities for youth in 2024 with 6,905 participants.
- 4 playgrounds replaced - Horace White, Brown-Hatchett, Christilla and U.S. Rev. Pride parks.
- 128 students participated in Welty Environmental Center's adventure camp at Big Hill Park.
- Beloit Public Library expanded its digital collection with 37,691 materials accessed, an increase from previous years.
- BPL's physical materials collections increased with 3,000 more materials accessed in 2024 compared to 2023.
- 12,378 people participated in 791 early literacy initiatives and collaborations in 2024.
- Parks & Recreation offered 20 literacy and learning opportunities with 2,805 people in attendance.
- 1,141 trees were trimmed, an increase of 65%.
- 176 trees were planted, an increase of 31%.
- Removed 34 ash trees as part of the city's strategy to address the emerald ash borer.
- Usage at the city's electric charging station in the Third Street parking lot increased by 29%.
- DPW awarded \$123,000 in grant funding to convert streetlights to LED.
- Added over 1 mile of bike lanes/paths.
- Added 3,410 feet of sidewalk.
- USS Beloit Commissioning Committee formed, raised over \$500,000, and the ship was successfully commissioned on November 23, 2024, in Milwaukee, Wis. The crew visited Beloit several times in 2024, including for a community picnic at ABC Supply Stadium.



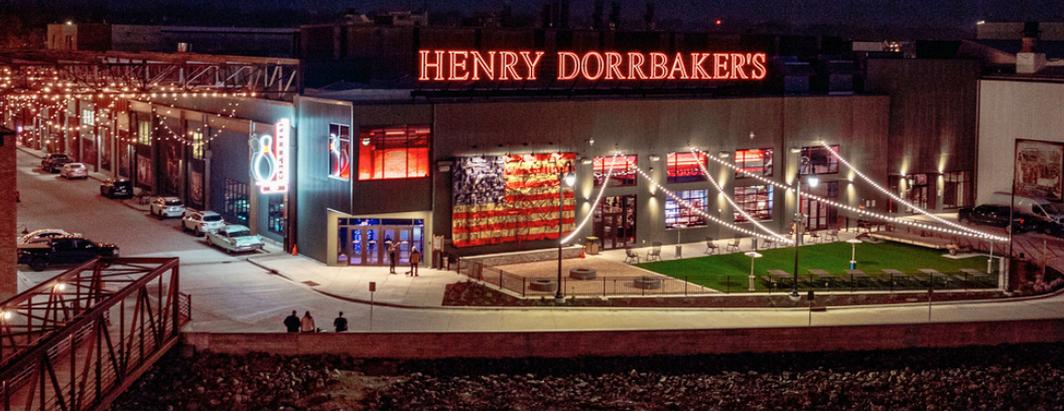
GOAL 5: CREATE AND SUSTAIN *HIGH QUALITY INFRASTRUCTURE & CONNECTIVITY*

Provide high quality infrastructure and connectivity; including roads, bridges, streets, sidewalks, bike paths and fiber optics, as well as water, wastewater, storm water and solid waste services. Maintain city facilities and plan for future needs.

- A. Create ongoing funding and planning for extended fiber optic network.
- B. Create citywide facility maintenance program, incorporating buildings and fleet.
- C. Manage CIP program and adequately plan for future needs.
- D. Continue to promote public transportation and explore new routes to serve future development and existing areas that are underserved.
- E. Develop long-range plan for future water and wastewater needs.
- F. Reduce dependence on fossil fuels.
- G. Reduce dependence on chemicals and other manufacturing substances that accumulate in the environment.
- H. Encourage natural resource conservation.
- I. Provide safe and reliable water infrastructure.

HIGHLIGHTS

- Beloit Transit ridership increased by 1,697 rides.
- Student bus pass sales doubled year over year.
- Public Works completed 18 construction projects.
- Completed projects on Henry Avenue and Cranston Road that improved road integrity while introducing traffic calming measures.
- Completed traffic calming measure near Milwaukee Road and White Avenue to address the excessive and dangerous speeds in that corridor.
- Made significant progress in replacing sub-6" water mains and lead service lines.
- Work continued on the Water Pollution Control Facility project with completion date expected for 2025.
 - Installed new odor control system that uses activated carbon instead of sodium hypochlorite.
- Fiber expansion project design work completed with implementation planned for 2025.
- Completed 8 comprehensive building surveys.
- Added 2 full-time employee to improve maintenance.
- 381 work orders tracked.
- Purchased the fourth electric truck for the Department of Public Works.
- Used 16.8 million cubic feet of biogas from the wastewater treatment process; this reduces the amount of methane released and the volume of natural gas purchased.



GOAL 6: CREATE AND SUSTAIN *ENHANCED COMMUNICATIONS & COMMUNITY ENGAGEMENT, WHILE MAINTAINING A POSITIVE IMAGE*

Provide engaging and transparent information to residents and community members using inclusive, modern and strategic methods.

- A. Continue to provide important, timely and accurate information to residents and customers using a variety of communication channels.
- B. Continue to provide a detailed citywide communications, outreach and engagement strategy that involves enhanced internal communications, media relations, and community involvement.
- C. Develop and implement inclusive messaging plans that reflect the diversity of our community.
- D. Update city website content so that it positively showcases our community, reaches a digital audience, is easy to navigate, and contains accurate, updated information.

HIGHLIGHTS

- Launched Beloit Community Academy to connect residents with city departments.
- Introduced neighborhood associations and adopt a trail as resident engagement opportunities.
- The City of Beloit's Facebook page grew by nearly 22% in 2024.
- The top performing post in 2024 was a video of the Henry Dorrbacker's ribbon cutting, which was seen over 100,000 times.
- We received positive news media coverage from projects like the USS Beloit Commissioning, the Ho-Chunk Nation casino ground breaking, Henry Dorrbacker's opening, and the city's initiatives to increase the housing stock in the community.
- The Beloit Report's open rate for newsletters was 48% in 2024, significantly higher than the average 29% open rate for government marketing emails.
- Received an award for outstanding achievement in Popular Annual Financial Reporting for the fiscal year 2022. Submitted the 2023 report with award decisions being made spring 2025.
- Continue to develop key relationships with outside agencies, non-profit organizations and business leaders to collaborate on messaging efforts.
- City Manager held five satellite City Halls in 2024; these events are designed to meet with the community.
- The City continues to translate social media information into Spanish. The city also disseminates that information to Spanish media outlets and to schools serving the community.



BUILDING A STRONGER BELOIT

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