



Carefree is a distinctive, premier upper Sonoran Desert community that seeks to deliver high quality lifestyle, experienced based retail destinations and access to nearby expansive desert preserves and lakes.

GUIDING PRINCIPLES:

Carefree's leadership is committed to providing a safe community with quality infrastructure and services within its limited financial capacity and minimizing tax liability on its residents.

VALUE STATEMENT:

CORE TASKS:

Quality Community Development:

- Statutory updates to General Plan
- Update any zoning standards to align with General Plan and or new state laws, community design guidelines & building codes
- Update fee structures, entitlement and permit documents

Infrastructure Management:

- Prepare a work plan including but not limited to:
 - Update of 10-year street preventative maintenance plan and culvert maintenance plan
 - Identify 5-year capital project improvement plan
- Coordinate, update and/or implement:
 - MS4 permitting and reports
 - Flood control permitting and reports
 - Hazardous mitigation plan
 - Emergency Operations plan
- Manage Public Works Department:
 - Coordinate Department's activities
 - Address design/engineering related improvements
 - Coordinate/conduct MS4 & OSHA training
 - Coordinate governmental compliance requirements
 - Seek grants and funding for capital projects

Economic Development & Financial Stability:

- Create an Economic Development Strategic Work Plan
 - Identify revenue targets
 - Outline strategic initiatives to reach revenue targets, business retention and attraction plans, primary trade area analysis and outreach programs
 - Cultivate relationships with trade organizations, real estate associations, and local business associations
- Create a program based budget:
 - Convert line item budget to a policy and program based budget
 - Incorporate discussions on goals, achievements, metrics and deliverables
 - Incorporate financial policies and short and long term financial goals to ensure continual future Town solvency

Communications, Marketing and Community Engagement:

- Engage residents, visitors and businesses through visitor center
- Direct the Ambassador program
- Identify all of the amenities the area has to offer and get the word out
- Support business programs like: first Thursday art walks, restaurant week, etc.
- Build and run the Town social media program
- Provide a series of regular communications with residents, visitors and businesses
- Provide a steady stream of articles to local area newspapers to keep Carefree top of mind among residents and those within the primary trade area
- Coordinate the use/activities held within the Town amphitheater

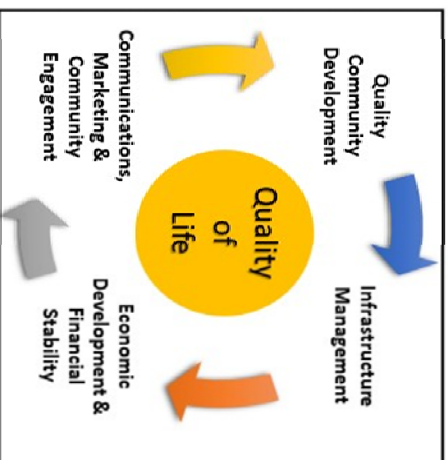


EXHIBIT A