

Rosenberg City Council Adopts 5-year Strategic Plan Setting Vision for the Future

A new mission, vision, values and goals are all part of the City of Rosenberg's newly adopted 2024-2028 Strategic Plan. This plan replaces the former plan that was completed in 2014 and has since been updated annually.

The City will implement the plan over the next five years, focusing on new core values and goals, which will forge a path to realizing the City's new vision of building a better tomorrow together by cultivating a City that is financially strong, with a thriving economy, quality infrastructure and dynamic culture.

The new plan will apply the core values of #Rtown THRIVES to daily City operations. Staff will focus on Teamwork, Hometown, Respect, Integrity, Vision, Employees and Service. The plan will also work to accomplish seven goals tied to various strategies pertaining to Planning and Development; a Safe and Attractive Community; Facilities, Technology and Capital Equipment; Civic Engagement; Culture and Recreation; Financial Sustainability, and Organizational Development. While implementing the plan, the City will also keep in mind the new mission to provide exceptional services that create and sustain a safe, livable, and vibrant community.

The nearly year-long process to get to the point of adopting the new plan began at the Jan. 24, 2023 City Council Workshop, when City staff first reviewed with Council the need to update the plan, and concluded at the Jan. 16, 2024 City Council Meeting with the passing of resolution R-3601 formally adopting the plan.

"This Strategic Plan is a roadmap to Rosenberg's future we are excited to begin putting this plan to work," said City Manager John Maresh. "Compiling this plan took great visioning and reflection, and I want to thank everyone involved who helped create this guide with the best interest of the citizens of Rosenberg in mind."

The plan will be utilized to assist in developing the City's annual budget, the capital improvement plan, comprehensive plan and other programs to align with the new goals and strategies. For more information on the strategic plan, visit the website or call Citizens Relations at 832-595-3301.

MISSION

To provide exceptional services that create and sustain a safe, livable and vibrant community.

VISION

Building a better tomorrow together by cultivating a City that is financially strong, with a thriving economy, quality infrastructure and dynamic culture.

GOALS

- Planning & Development
- Safe & Attractive Community
- Facilities, Technology & Capital Equipment
- Civic Engagement
- Culture & Recreation
- Financial Sustainability
- Organizational Development

VALUES

#RTOWN THRIVES

Teamwork
Hometown
Respect
Integrity
Vision
Employees
Service



OUR GOVERNMENT

The city of Rosenberg operates in a Council-Manager form of government in which the City Council sets the policy and overall direction for the City, and appoints a professional City Manager and other key officials to oversee the City's daily operations.

CITY COUNCIL

- Mayor: Kevin Raines
- At-Large 1: Marc Morales
- At-Large 2: Alicia Casias
- District 1: Keith Parker
- District 2: Susan Euton (Mayor ProTem)
- District 3: Hector Trevino
- District 4: George Zepeda

CITY MANAGER

John Maresh

MEETINGS

City Council meets regularly in public session the first, third and fourth Tuesday of each month at 6:30 p.m. The meeting agendas are available on the City's website. Council meetings may also be viewed live on Comcast Channel 16, rosenbergtx.gov/TV or on the City's YouTube channel @RosenbergTXGov.

MISSION STATEMENT

To provide exceptional services that create and sustain a safe, livable and vibrant community.

VISION STATEMENT

Building a better tomorrow together by cultivating a City that is financially strong, with a thriving economy, quality infrastructure and dynamic culture.

IMPORTANT NUMBERS

- Animal Control
 - 832-595-3490
- Citizen Relations
 - 832-595-3301
- Customer Service (Utilities)
 - 832-595-3400
- Police Dispatch (Non-Emergency)
 - 832-595-3700
- GFL Environmental (Solid Waste)
 - 832-271-5187
 - cityofrosenberg@gflenv.com



CIVIC CENTER FITNESS CLASSES

If your new year's resolution was to get fit - you can still do it! The Rosenberg Civic Center conveniently offers several fitness classes. Call 832-595-3520 for more information or drop by to join a class!

ZUMBA

Mondays @ 7 p.m. & Wednesdays @ 6:30 p.m. | \$5/class

STEP AEROBICS

Wednesdays & Fridays @ 9 a.m. | \$5/class

MUSCLE CONDITIONING

Wednesdays & Fridays @ 10 a.m. | \$5/class

YOGA

Wednesdays @ 11:30 a.m. | \$25/class or \$80/month
*additional class times for Yoga coming soon!



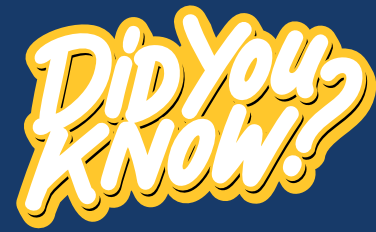
2024 SPECIAL EVENTS

- Feb. 2: Sweetheart Dance | 6-9 p.m. (Rosenberg Civic Center)
- Feb. 10: Sugar Rush | 10 a.m.-2 p.m. (Historic Downtown)
- March 16: Wine & Beer Walk | 12-5 p.m. (Historic Downtown)
- March 23: Easter Egg Hunt | 10 a.m.-Noon (Seabourne Creek Sports Complex)
- April 6: FIShtastic | 8-11 a.m. (Seabourne Creek Nature Park)
- April 20: Touch-A-Truck | 10 a.m.-1 p.m. (Rosenberg Civic Center)
- April 27: City-Wide Garage Sale | All-Day (City Wide)
- April 27: Sidewalk Sale | All-Day (Historic Downtown)
- May 5: Cinco De Mayo | 2-6 p.m. (Historic Downtown)
- June 7: Square Dance | 6-10 p.m. (Historic Downtown)
- June 28: Mother/Son Dance | 6-9 p.m. (Rosenberg Civic Center)
- July 4: Family 4th | 6-10 p.m. (Seabourne Creek Nature Park)
- Aug. 3: Splash Bash | 10 a.m.-2 p.m. (Travis Park Splash Pad)
- Sept. 21: Food Truck Festival | 11 a.m.-5 p.m. (Historic Downtown)
- Oct. 31: Trick or Treat | 5-7 p.m. (Historic Downtown)
- Oct. 31: Trunk or Treat | 6-8 p.m. (Sunset Park)
- Nov. 9: Fall Fest | 2-6 p.m. (Historic Downtown)
- Nov. 30: Shop Small Crawl | 10 a.m.-2 p.m. (Historic Downtown)
- Dec. 7: Hometown Holiday Festival | 12-8 p.m. (Historic Downtown)

More information on events:
rosenbergtx.gov/events



How the City Communicates



The City utilizes a variety of both traditional and nontraditional communication tools to reach its many stakeholders – including residents, business owners, developers and others. **The City relies on our stakeholders to seek out the tools that they prefer to use** to get details on news, events, programs and more. Subscribe to our e-Newsletters & text alerts, visit our social media pages, check out the City calendar on the website, read the Insider and Discover Downtown newsletters, call us, stop by, browse the website, take a look at our digital signage & billboards, watch RTV16, read your water utility bill — **in short, please use and peruse all the tools at your disposal to find the information you need, when you need it** and stay connected with us!

rosenbergtx.gov | 832-595-3301 | info@rosenbergtx.gov



Residential Rental Registration Program

REMINDER: REGISTRATION DUE BY MARCH 31, 2024

Rosenberg City Council recently passed a new residential rental registration program. Owners of residential rental properties such as homes, duplexes and apartments located within the city limits are now required to register their rental properties. Existing rental properties must be registered, and the license fee must be paid by March 31, 2024. Visit the website at rosenbergtx.gov to register a property or read more about the new program or call 832-595-3500 with questions.



2024 CITY OF ROSENBERG GENERAL ELECTION

[ROSENBERGTX.GOV](https://rosenbergtx.gov) 5.4.2024

Election season is here! The City of Rosenberg will hold a General Election on Saturday, May 4, 2024. This election will be a pivotal moment for the residents of Rosenberg, as they can vote for seven City Council positions including Mayor, Councilor At-Large 1, Councilor At-Large 2 and Council Members for Districts 1, 2, 3 and 4. The City encourages all eligible residents to participate in this election and exercise their right to vote.

Did you know at the May 7, 2022 general election, the City had 20,076 registered voters and of those registered voters, only 1,765 cast ballots (less than 10 percent)?

Voting in local elections significantly impacts the daily lives of residents, as the elected officials will be responsible for making important decisions that affect our community.

Important Election Dates are as follows:

- Jan. 17: First date to file application for place on ballot
- Feb. 16: Last date to file application for place on ballot
- Feb. 22: Ballot drawing at 9 a.m.
- April 4: Last day to register to vote
- April 22-30: Early voting
- May 4: ELECTION DAY
- May 14: Canvass date
- June 3-14: Runoff election early voting dates, if necessary
- June 15: Runoff election date, if necessary



For more information regarding the 2024 Election, please contact the City Secretary's office at 832-595-3301, visit rosenbergtx.gov/elections or email info@rosenbergtx.gov.



ROSENBERG DEVELOPMENT CORPORATION

Business Improvement Grant (BIG) Program

Don't put off those exterior improvements to your business - the RDC can help!

The BIG Program is a reimbursement grant that can pay you back 50% of project costs up to \$10,000 for eligible improvements.



FRESHEN UP

- New exterior paint
- Awnings
- Facade remodeling
- Exterior Reconstruction



BEAUTIFY

- Landscaping/Irrigation
- Lighting
- Fencing
- Sidewalks/Driveways
- Parking Lot Improvements



GET NOTICED

- New Business Signs
- Renovation/Removal of Existing Signs

Contact the RDC for more information at 832-595-3330.



FOLLOW US ON SOCIAL MEDIA



@ROSENBERGTXGOV

Publication comments or topic ideas are welcome.

CONTACT US:
communications@rosenbergtx.gov

SIGN-UP FOR CITY ALERTS:
rosenbergtx.gov/alerts

ROSENBERGTX.GOV | 832-595-3301

UPCOMING MEETINGS AND EVENTS

Visit rosenbergtx.gov to confirm meetings and agendas, view public notices, see more information on events and more!

- 2/6/2024 City Council Meeting (City Hall) 6:30 p.m.
- 2/10/2024 Sugar Rush (Historic Downtown Rosenberg) 10 a.m.-2 p.m.
- 2/15/2024 State of the City (Rosenberg Civic Center) 11:30 a.m.-1 p.m.
- 2/20/2024 City Council Meeting (City Hall) 6:30 p.m.
- 2/27/2024 City Council Workshop Meeting (City Hall) 6:30 p.m.
- 3/2/2024 Paper Shredding Day (City Hall) 9 a.m.-noon
- 3/5/2024 City Council Meeting (City Hall) 6:30 p.m.
- 3/16/2024 Wine & Beer Walk (Historic Downtown Rosenberg) 12-5 p.m.
- 3/19/2024 City Council Meeting (City Hall) 6:30 p.m.
- 3/23/2024 Easter Egg Hunt (SPORTS COMPLEX) 10 a.m.-noon
- 3/26/2024 City Council Workshop Meeting (City Hall) 6:30 p.m.