

Year in Review

City of El Dorado

**A look at the accomplishments,
goals, and initiatives of
City departments.**

2023



Administration /Finance Department

ELDO^K_S

2023 Major Accomplishments

- Hired new Marketing Specialist
- Hosted 150 Motorcyclists from almost every state and three overseas countries
- GoldFest 2023
- One Cent Sales Tax Campaign
- Addition of “Projects Page” on website
- Grew the Artisan/Farmers’ Market
- Redesign of city website (launched Jan. 9, 2024)
- City Facebook page to 5,000+ followers
- Attended several job fairs
- Received the ACFR and PAFR Awards for the 2021 Report



2024 Department Goals/Projects/Initiatives

• Tourism

- Develop a one-year strategic plan and five-year outline
- Promote Ballfield Improvement Project for tournaments in future years
- Continue to grow GoldFest attendance, vendor participation & sponsorships
- Grow additional revenue streams

• Municipal Information Officer

- B.A.S.E. Grant project social media campaign
- Weekly Instagram posts to continue to build that following
- Consistent messaging graphics for all departments to use

2024 Department Goals/Projects/Initiatives

• Human Resources

- Facilitate the development a new evaluation form through the Employee Advisory Group
- Implementation of a supervisor boot camp
- Complete a salary survey

• Assistant City Manager/Finance Director

- Assist the City Manager with reorganization of City Manager's Office
- Assist the City Manager with the Strategic Plan development
- Utilize ClearGov software in the 2025 budget process to gain more citizen input and transparency
- Develop long-term financial plans for the Proprietary Funds
- Develop a Capital Improvement Process including checks and balances