WE AR



CITY OF BRYANT
ARKANSAS

2025-2026 STRATEGIC PLAN

LETTER FROM MAYOR CHRIS TREAT

Dear City of Bryant residents,

We are pleased to present to you the 2025-2026 City of Bryant Strategic Plan.

Following my election in March 2024, my mentor, Scott Staples, and I began a citywide listening tour to engage with council members, community leaders, city staff, and residents. Through these conversations, we gathered valuable insights and ideas that have directly shaped the strategic vision for Bryant's future. These discussions reinforced the importance of planning with purpose, strengthening relationships, and building a city that reflects the needs and aspirations of our community.

Our city is dedicated to fostering a connected, resilient community guided by proactive governance and transparency. By prioritizing sustainability, inclusivity, and resident engagement, we are laying the foundation for long-term growth and improvements that enhance the quality of life for every resident.

The 2025-2026 Strategic Plan highlights our focus on the following:

- Establishing strong financial policies to ensure stability and flexibility for future challenges.
- Strengthening infrastructure to meet the demands of our growing city while preserving Bryant's unique charm.
- Driving economic development through strategic collaboration, innovation, and intentional planning.
- Enhancing transparency and communication to keep residents informed, engaged, and involved in shaping Bryant's future.
- Creating a "We Over Me" culture of servitude.

This plan is more than just a document; it's a commitment to action and a shared vision for progress. It reflects our belief that by working together and embracing challenges as opportunities, we can create a city where families flourish, businesses succeed, and the sense of community remains strong.

As we move forward, I encourage each of you to stay engaged and share your thoughts, ideas, and concerns. Together, we can continue to build a thriving city we are all proud to call home.



CHRIS TREAT
Mayor
(501) 943-0999
info@cityofbryant.com



In May 2024, newly-elected Mayor Treat embarked on a citywide listening tour with mentor Scott Staples, a retired City Manager of 35 years. Under his guidance, Mayor Treat met with community leaders, employees, and councilmembers to determine what needs the city has over the next 3-5 years.

From these discussions, common themes emerged: the importance of proactive planning, financial stability, improved infrastructure, and fostering trust and collaboration throughout the community. Mayor Treat and his administration used this feedback to shape a strategic vision for the city's future.

Through a collaborative process, the administration identified key goals focused on ensuring resilience, transparency, and economic growth. Each goal was supported by actionable strategies designed to address immediate needs while laying the groundwork for long-term success. By prioritizing engagement, forward-thinking policies, and inclusivity, the plan reflects a shared vision for the City of Bryant: a commitment to progress that benefits all residents.

PILLAR 1: VISION
WHERE ARE WE GOING?

Bryant is experiencing steady growth, a testament to our community's appeal and potential. However, with growth comes the responsibility to plan thoughtfully and strategically for the future. Our vision is to ensure that this progress benefits all residents by fostering sustainable development, enhancing infrastructure, and preserving the quality of life that makes Bryant special. To meet this challenge head-on, we propose three forward-thinking initiatives for 2025 & 2026 that will lay the foundation for a thriving and resilient community.

1 CASH RESERVE POLICY

A well-structured cash reserve policy is essential for maintaining the financial health of our city. By designating reserves for specific purposes, we are taking a proactive approach to managing our resources. This policy ensures we are prepared for unexpected challenges, such as natural disasters or economic downturns, while also setting aside funds for necessary repairs and maintenance to our infrastructure. Additionally, by clearly defining these reserve categories, we enhance our ability to fund new initiatives, secure grants, and manage debt responsibly. Ultimately, this approach provides the stability and flexibility needed to turn our long-term plans into tangible outcomes, strengthening our city for years to come.

Emergency
The City will maintain a $1,000,000 emergency fund to address major unplanned expenses, such as those from natural disasters.

Contingency
The City will maintain at least a 90-day payroll reserve to cover revenue shortfalls and provide for adequate cash flow, budget contingencies, and insurance reserves.

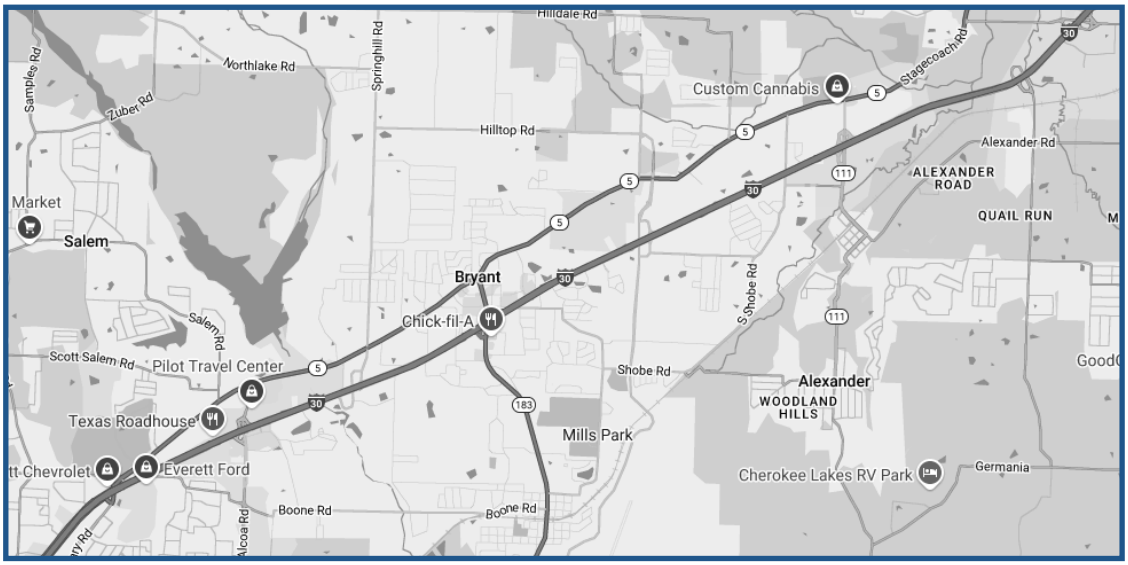
Capital
The City will maintain a sufficiently funded capital reserve based on the capital depreciation schedule by major fund.

Grant
The City will maintain at least $250,000, per major fund, in reserves for grant applications to cover the city's portion of matching grants for a total of $1.25 million citywide.

Debt
The City will maintain at minimum one annual payment of principal related to each debt issuance both short term (less than 5 years) and long-term.

2 COMPREHENSIVE GROWTH & LAND USE PLAN

Updating our comprehensive growth and land use plan is a critical step in shaping Bryant's future. This plan will serve as a roadmap to guide strategic annexation and manage high-density development, ensuring that growth benefits our community rather than simply happening to it. Thoughtful planning will allow us to balance development with the preservation of our city's character, infrastructure, and natural resources. As Richard McKeown aptly put it, "Let's make sure growth happens not just to Bryant but for Bryant." By focusing on proactive and intentional decision-making, we can ensure that Bryant's progress reflects the needs and aspirations of our residents.



3 WATER/WASTEWATER INFRASTRUCTURE

Investing in our water and wastewater infrastructure is essential to supporting Bryant's current and future needs. With the Water Master Plan approved and the Wastewater Master Plan nearing completion, we are taking steps to ensure our systems are robust, reliable, and ready for growth. This includes aligning rates with infrastructure demands under Act 605, improving service in Bryant's south side with the South Plain Water Tower, and expanding Lift Station 5 to enhance capacity for future development. While we acknowledge that these projects will increase costs, we are committed to open and transparent communication with residents about why these improvements are necessary and how they will benefit our community in the long run.

PILLAR 2: LEADERSHIP TRANSPARENCY & TRUST

Leadership rooted in transparency is essential to building trust with our residents. Open and honest communication ensures that our community stays informed and involved in the decisions shaping Bryant's future. In 2025, we will prioritize keeping residents updated on key projects, initiatives, and developments through clear and accessible communication channels. By fostering dialogue, even when opinions differ, we aim to create understanding and collaboration that strengthens our city and its shared vision. In 2024, the City of Bryant averaged a 45.5% email open rate (the national average is 36%) and reached over 174,000 people on Facebook and Instagram, which is up by 193.2% from 2023. In 2025, our goal is to average a 50% email open rate and to expand our social media reach to 200,000 people, which is a 15% jump.

1 MAYOR'S MEMORANDUM

The Mayor's Memorandum will serve as a regular touchpoint to keep our community informed and engaged. Through these monthly updates, residents will gain insight into the progress of major projects, key initiatives, and city developments. This platform will highlight the work being done to enhance Bryant and share the milestones achieved along the way. By offering a consistent and transparent flow of information, the Mayor's Memorandum aims to ensure everyone feels connected to the growth and direction of our city. Each month, the Mayor's Memorandum will provide the following key information to residents:

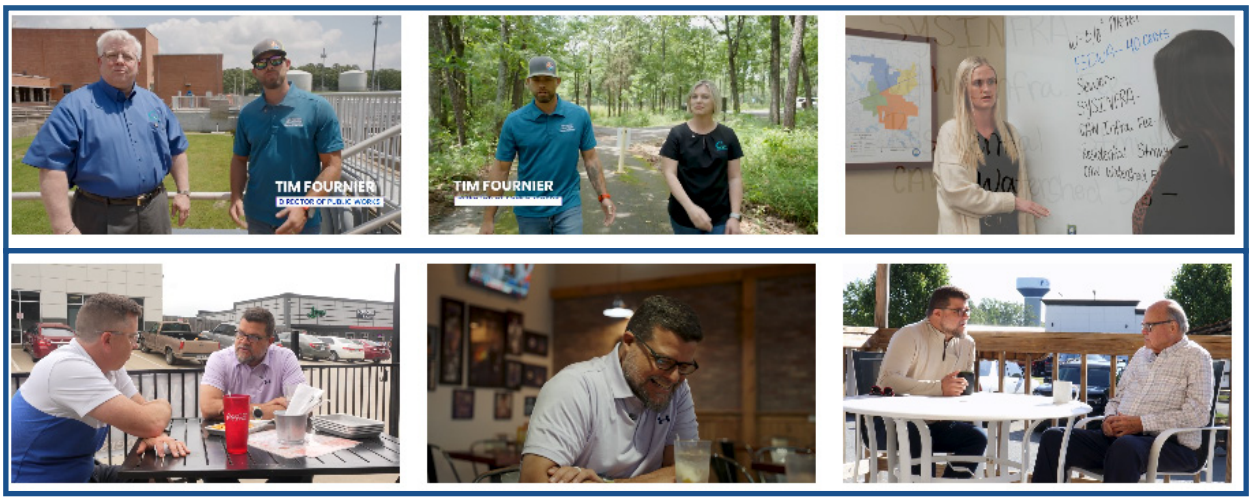
- Director's Reports from each department
- Council Request Status Report
- Major Project Inventory
- Committee/Commission Reports
- Monthly public meeting schedule
- Letter from the Mayor
- Monthly Financial Report

COUNCIL WRAP-UP VIDEOS 2

Council Wrap-Up Videos will provide residents with a concise and accessible summary of key decisions and actions taken during city council meetings. These videos will break down complex topics, highlight important discussions, and explain how council decisions impact the community. By offering a straightforward recap, we aim to keep residents informed, engaged, and aware of the progress being made for Bryant. This initiative reinforces our commitment to transparency and ensures everyone has a clear understanding of their city's governance.

3 EDUCATIONAL VIDEOS

Educational videos will offer an in-depth look at the inner workings of Bryant's city departments and initiatives. These videos will spotlight the people, programs, and services that keep our city running and highlight the impact that they have on the community. By providing a behind-the-scenes perspective, we aim to foster a greater understanding and appreciation for the efforts driving Bryant's progress. This initiative is part of our commitment to keeping residents informed and connected to their city.



SURVEYS 4

In our commitment to inclusivity and transparency, we prioritize the ongoing collection of resident feedback through a variety of channels, such as our budget and water surveys. These surveys are more than just data points—they are a vital tool for fostering a meaningful dialogue between the City of Bryant and its residents. By offering these avenues for feedback, we not only ensure that our decisions reflect the community's needs but also empower residents to share their perspectives.

We understand that there may be differing opinions about the paths we take as a city, especially when it comes to budget allocations and essential services like water. However, it's through this open dialogue that we can bridge understanding. Even when opinions diverge, we strive to clearly communicate the rationale behind our decisions, so that everyone—whether they agree or not—understands the "why" behind the choices being made. By doing so, we uphold the principle that every voice matters, and each one contributes to the thoughtful, well-informed decisions shaping our city's future.

PILLAR 3: PROBLEM SOLVING ADDRESSING WHAT CAN'T WAIT

Every city encounters challenges—inevitable tests of its strength, adaptability, and vision. For the City of Bryant, these hurdles are not just obstacles but opportunities to prove our resilience and responsiveness. They are moments to reaffirm our commitment to serving our residents with integrity and foresight.

As we look to 2025, three pressing issues stand out, requiring our immediate attention and decisive action. Each of these challenges presents us with the chance to innovate, collaborate, and lead, ensuring that Bryant continues to thrive and meet the needs of its growing community. With thoughtful planning and a shared determination, we aim to transform these challenges into stepping stones for a brighter and more sustainable future. I am asking City Council to create a subcommittee to discuss three issues:

1 STORMWATER UTILITY

The increasing demands on Bryant's stormwater infrastructure make it clear that a transition to a standalone utility is no longer a choice but a necessity. The City Council's subcommittee will work to establish a dedicated funding model that ensures the department is equipped to handle the city's growth effectively. This includes securing resources to increase staffing levels, investing in major capital improvements, and updating aging infrastructure. By creating a sustainable financial foundation, we will ensure Bryant's stormwater systems remain resilient, reliable, and capable of supporting a rapidly expanding community.

STREET FUNDING 2

As Bryant continues to grow, the demands on our streets and infrastructure have exceeded the capacity of our current funding model. The City Council's subcommittee will take a deep dive into addressing the funding challenges facing the street department, identifying creative solutions and alternative revenue sources. By exploring options such as public-private partnerships, operational efficiencies, and targeted funding initiatives, the subcommittee aims to ensure the street department has the resources to maintain and improve the city's infrastructure. This effort is vital to supporting future development, ensuring safe and accessible transportation, and meeting the expectations of our residents.

3 POLICE AND FIRE PENSIONS

Bryant's public safety team, composed of our police officers and firefighters, is the backbone of our community's well-being and security. These dedicated professionals work tirelessly to protect lives, property, and the future of our city. However, with a large portion of these seasoned employees nearing retirement over the next five years, we face a significant challenge in ensuring the sustainability of the public safety pension system while maintaining the strength of our workforce.

The City Council's subcommittee will focus on developing forward-thinking strategies to address this pressing issue. First, the group will evaluate funding mechanisms permitted by state law, such as targeted tax adjustments, to secure the financial resources needed to stabilize and strengthen the pension fund. Ensuring these resources are allocated effectively will safeguard the well-deserved retirements of those who have dedicated their careers to serving Bryant.

This proactive approach will enable Bryant to navigate the wave of retirements without compromising the services residents depend on daily. By addressing both financial and operational sustainability, this effort not only honors the commitment of our first responders but also strengthens the long-term resilience and reliability of the services that make Bryant a safe, thriving community.









PILLAR 4: ECONOMIC DEVELOPMENT BUILDING FOR TOMORROW

Over the past decade, Bryant has experienced steady growth in sales tax revenue, reflecting a flourishing local economy fueled by the dedication of our residents and the strength of our business community. Looking ahead, sustaining this growth will require ongoing collaboration, innovative initiatives, and a shared commitment to progress.

Through strengthened collaboration with the Saline County Economic Development Commission and the Greater Bryant Chamber of Commerce, we'll continue attracting businesses and fostering growth.

1 GREATER BRYANT CHAMBER OF COMMERCE

The Greater Bryant Chamber of Commerce serves as a key driver of economic growth, fostering community engagement, highlighting opportunities, and advocating for the needs of local businesses and residents. By collaborating with city leadership and other stakeholders, the Chamber ensures that our economic development strategies align with the vision and priorities of Bryant.

From connecting businesses to resources and attracting investments to advancing impactful projects like the Apex Project (a proposed entertainment venue), the Chamber's efforts help position Bryant as a vibrant hub for innovation, tourism, and opportunity. The Apex Project, in particular, will drive economic growth by creating a space for entertainment and events that draws visitors and boosts local businesses.

The Chamber remains steadfast in its mission to contribute to a stronger, more resilient Bryant—building a future where businesses thrive, residents succeed, and the community continues to grow and flourish.

SALINE COUNTY ECONOMIC DEVELOPMENT COMMISSION 2

The Saline County Economic Development Commission (SCEDC) plays a vital role in supporting Bryant's economic growth by attracting new industries, expanding existing businesses, and fostering entrepreneurship. Through strategic guidance, workforce development, and access to resources, the SCEDC helps the city navigate growth while creating opportunities for investment and innovation.

In collaboration with city leadership, the SCEDC ensures that initiatives align with Bryant's vision for sustainable development, strengthening the local economy and enhancing the community's future.

A CULTURE OF "WE OVER ME"



In 2025, the City of Bryant will proudly introduce **Bless Bryant**, a transformative initiative rooted in the spirit of "We Over Me," a vision I shared at my swearing-in as mayor. Created in partnership with Family Life Ministries and Bryant High School's Student Senate, Bless Bryant is designed to unite residents through volunteerism and community service, fostering a stronger, more compassionate city.

The journey begins in January, as the executive team develops a roadmap to guide the initiative's success. In February, a vision-casting luncheon will engage community leaders and residents to share ideas and align our efforts. Between May and August, we'll accept project applications from nonprofits, organizations, and civic groups, ensuring Bless Bryant addresses the community's most pressing needs.

In September, we will dedicate an entire month to service projects across the city. Residents, families, businesses, and organizations will join together to support local nonprofits and initiatives that make a difference—whether beautifying parks, organizing food and supply drives, or assisting families in need. These projects will serve not only as acts of service but as opportunities to build connections, strengthen pride, and inspire lasting community engagement.

Bless Bryant is more than an initiative—it's a movement to create a culture of collective impact. Through this effort, we'll demonstrate the power of unity and prove that together, we can address challenges, support one another, and make Bryant an even better place to call home. By embracing "We Over Me," we show that the strength of our city lies in its people and their willingness to serve.



Bryant, Arkansas is a thriving suburban city located just outside of Little Rock, blending the charm of a close-knit community with the growth and innovation of a modern municipality.

Known for its top-rated schools, family-friendly atmosphere, and safe neighborhoods, Bryant has become one of the most sought-after places to live in Central Arkansas.

Bryant has a rich history that dates back to the 19th century, shaped by its origins as a small railroad town. Founded in 1892 along the route of the Cairo and Fulton Railroad, Bryant began as a stop for rail travelers and goods. Throughout the late 1800s and early 1900s, Bryant remained a small, rural community with a population primarily focused on farming and agriculture. The town grew slowly, with the establishment of small businesses and schools serving its modest population.

In the mid-20th century, Bryant experienced growth due to its proximity to Little Rock. Improved highways and transportation routes transformed Bryant into a desirable suburban location, leading to a population boom in the latter half of the century. Bryant's transition from a railroad town to a suburban community marked a significant change in its economic and cultural landscape.

Now, with a population of over 21,000, Bryant continues to grow steadily while maintaining its small-town feel. The city offers an array of recreational opportunities, including well-maintained parks, walking trails, and community events that bring residents together throughout the year. Its strong commitment to education is reflected in the highly regarded Bryant School District, which draws families seeking a quality education for their children.



MISSION

The City of Bryant is dedicated to fostering a vibrant, safe, and inclusive community by providing exceptional services, promoting responsible growth, and ensuring transparency in governance. We strive to enhance the quality of life for all residents through proactive leadership, thoughtful planning, and a commitment to preserving the unique character of our city.

VISION

The City of Bryant envisions a vibrant, connected community where residents thrive, businesses flourish, and opportunities abound. We aim to be a model of innovation and collaboration, embracing our rich history while proactively addressing the challenges of the future. Together, we will build a resilient city that prioritizes sustainability, inclusivity, and the well-being of all who call Bryant home.



CORE VALUES

1. **COMMUNITY ENGAGEMENT**
2. **INTEGRITY & ACCOUNTABILITY**
3. **INNOVATION & PROGRESS**
4. **EXCELLENCE IN SERVICE**

MEET CITY COUNCIL



LISA MEYER
Ward 1



WADE PERMENTER
Ward 1



JON MARTIN
Ward 2



WALTER BURGESS
Ward 2



BUTCH HIGGINBOTHAM
Ward 3



ROB ROEDEL
Ward 3



JACK MOSELEY
Ward 4



JORDAN O'ROARK
Ward 4

MEET THE MANAGEMENT TEAM



ASHLEY CLANCY
City Attorney



BRANDON FUTCH
Fire Chief



CARL MINDEN
Police Chief



CHARLOTTE RUE
Human Resources Director



GORDON MILLER
IT Director



JORDAN REYNOLDS
Communications Manager



JOY BLACK
Finance Director



KEITH COX
Parks & Recreation Director



MARK SMITH
City Clerk



TED TAYLOR
Planning & Development Director



TIM FOURNIER
Public Works Director



TRICIA POWER
Animal Control Director

ACKNOWLEDGEMENTS

The creation of this Strategic Plan would not have been possible without the dedication, expertise, and collaborative spirit of so many individuals and organizations. Their invaluable contributions helped shape a vision for Bryant's future that reflects our shared values and aspirations. From city leadership to community stakeholders, every voice played a role in developing this plan, and we are deeply grateful for their commitment to making Bryant a thriving, resilient, and united community.

Below is a list of organizations whose support and involvement were instrumental in bringing this vision to life.

Thank you to:

City of Bryant Management Team & Employees
Bryant City Council
Bryant Public Schools
Mayor Treat's Advisory Team
Saline County

Contact the Mayor's Office at:
(501) 943-0999
info@cityofbryant.com