

PRESENTED BY

Erin McCardle
Mayor



2025



City of Chelan Strategic Plan

Your City Council



Terry Sanders
Councilmember #1



Bob Goedde
Councilmember #2



Brad Chitty
Councilmember #3



Jon Higgins
Councilmember #4



Mark Ericks
Councilmember #5



Tim Hollingsworth
Councilmember #6



Shari Dietrich
Councilmember #7

Our City Vision

Chelan is a rural lakeside community surrounded by pristine natural beauty where generations of visitors and residents enjoy an exceptional quality of life.

Our Guiding Principles & Outcomes

Visionary & Strategic

A City that is forward-thinking, collaborative and fiscally responsible.

- Long-range fiscally responsible financial and staffing strategies.
- A culture that is innovative and embraces continuous learning.
- Leadership that aligns community needs with strategic planning and City operations.

Thriving & Connected

A vibrant, well-planned City where residents have a sense of home.

- A prosperous economy that drives year-round economic growth and job creation.
- Future growth supported by high-quality public infrastructure and facilities.
- An informed community who all have a voice in the future direction of the valley.

Healthy & Sustainable

A flourishing City that supports an active community.

- Environmental preservation responsibly balanced with growth.
- Places and programs that support an active community.
- Partnerships and practices that protect natural resources.

Accessible & Welcoming

A safe City where everyone can find community.

- Effective emergency preparedness, prevention, and recovery strategies.
- City facilities are accessible, functional and meet the evolving needs of the community.
- City services and programs that enhance quality of life and community prosperity.

Our Community Values

We treasure Lake Chelan as the heart of our community.

Lake Chelan brings us together and supports our way of life. It's a source of livelihood, recreation, and pride, benefiting local businesses, farmers, families, and visitors alike. We are dedicated to preserving its beauty and resources for future generations, ensuring it remains a vibrant center of life and community.



We embrace a small-town way of life.

We value a slower pace, where we know our neighbors, work together, and offer care and support for each other. This camaraderie and friendliness create a strong sense of belonging and familiarity. It's in these everyday connections that we find the true spirit of our community, where each person contributes to the warmth and strength of the whole.

We cherish our deep connection to the natural beauty of North Central Washington.

With mountains, lakes, and rivers at our doorstep, we enjoy year-round access to a variety of outdoor recreation opportunities. This easy access to diverse activities enhances our quality of life and fuels an active and healthy lifestyle. We are blessed with clean air and breathtaking views of Lake Chelan, the iconic Chelan Butte, the North Cascades, and orchards and vineyards that define our landscape and contribute to a sense of peace and tranquility.

We take pride in our agricultural heritage.

We deeply appreciate the economic and cultural significance of our orchards and vineyards, recognizing them as cornerstones of our local identity and prosperity. For more than a century, the agricultural industry has woven itself into the fabric of our community, creating jobs, supporting families, and contributing to a thriving local economy.

We recognize locally owned businesses are the pride of our economy.

From Historic Downtown Chelan to our family-run farms and small businesses throughout the area, these enterprises not only create jobs and sustain families but also add unique charm and essential services that define our way of life. Together, our local businesses are the centerpiece of our community, fostering diversity, resilience and a vibrant marketplace that warmly welcomes both residents and visitors.

We flourish with a sense of safety and support.

With strong schools, excellent medical facilities, dedicated first responders, welcoming community centers, parks, and a network of non-profit organizations; Lake Chelan is a supportive and connected community that and offers peace of mind for all residents and makes it a wonderful place to grow up, raise families or retire.

2025–26 Initiatives

Rooted in our Guiding Principals, and based on our Community Values, these seven initiatives reflect our priorities for the next two years. They will shape the specific projects, plans and investments our staff will lead for the sake of supporting an exceptional quality of life for residents and visitors.

1

Manage Growth

Foster balanced and equitable development while safeguarding our lake, preserving agricultural lands, and protecting iconic views for future generations.

2

Diversify Housing Options

Enhance livability by providing a wide range of housing choices that cater to all income levels and meet the diverse needs of our community.

3

Modernize Resources

Invest in long-term infrastructure and facilities improvements to meet future community needs, while updating outdated policies and practices.

4

Enhance Youth and Family Well-Being

Ensure Chelan's youth and families have access to plenty of diverse recreational and cultural opportunities in a safe and welcoming environment.

5

Establish a Long-Range Economic Strategy

Collaborate with key partners and the local community to plan for Chelan's future economic development, aiming to build a thriving, year-round economy.

6

Increase Community Engagement

Actively involve the community early and consistently on key issues through accessible and inclusive communication methods.

7

Strengthen Strategic Partnerships

Work together on key priorities and funding strategies with State and Federal representatives, Chelan County, Chelan County PUD, Chelan Douglas Regional Port Authority and the Lake Chelan Chamber of Commerce.

Want to stay in the loop? Text 'Chelan' to 38276 to sign-up for emergency alerts and news from the City.