

The City of
Burlingame, Kansas
STRATEGIC PLAN
2024



Burlingame, KS

WHERE RAIL
CROSSES TRAIL
EST. 1858



The City of Burlingame, 101 East Santa Fe, Burlingame, KS 66413

Small Town with a Big History!

LETTER FROM THE CITY CLERK

It is my pleasure to present the 2024-2027 Strategic Plan for the City of Burlingame. This plan embodies the hopes and dreams of our community for the future. The citizens, business partners, Mayor, Chamber, Council Members, and City Staff have all contributed their thoughts and plans, making it a reflection of our collective aspirations.

The Strategic Plan comprises a Vision and Mission Statement, goals, and objectives. The community's vision includes increasing the population by providing homes and rentals for former alumni, new residents, and creating a living space for our teachers. Addressing housing needs is the primary goal, and it is intertwined with the following pillars supporting our Strategic Plan:

- Downtown Revitalization
- Business Recruitment
- Cleanup of houses, yards, and blighted areas
- Community Promotion
- Utilities, Infrastructure, and Equipment
- Employee Recruitment and Retention

Recognizing the key objectives for each strategic goal will provide direction to the city council in setting the budget and contribute to creating a budget that reflects community needs. The focus will be on accountability, partnership, innovation, and efficiency.

A special thanks to the Mayor, Council, City Staff, and citizens of Burlingame for sharing their ideas, thoughts, and opinions for the future of our beautiful and historic city of Burlingame. Together, we can achieve great things, one step at a time.

Sincerely,

Patty Atchison
City Clerk

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“Until I am perfect, I have room for improvement, and I’ll never be perfect. Same for my community”





INTRODUCTION

Burlingame is a peaceful northeastern Kansas farming town nestled in Northern Osage County. It is a rural community with hometown values, strong work ethics, and a friendly atmosphere. Burlingame has gone through various transformations from the early settlers of the 1800s to a coal mining town and finally to a farming community. To progress into the future, the town aims to attract families, businesses, and industries. Situated at the crossroads of two main highways with an active railway system, it is conveniently located within an hour from an airport. Education is highly prioritized in Burlingame, with a Pre-K-12 campus. The Burlingame City Council has set specific goals of expanding the availability of incentives to attract more businesses, while the Chamber of Commerce has organized activities to engage the entire community. Burlingame offers an excellent location, a supportive city government, and a high quality of life, which are essential for its continued transformation into the future.

Services provided by Burlingame:

- Police
- Streets (paved, maintained & snow removal)
- Parks and Recreation facilities (two parks with playground equipment and shelter houses, swimming pool, disc golf course and Sports Complex)
- Utilities – Water, Gas, Electric, sewer, refuse collection and recycling center



City of Burlingame Strategic Plan for 2024- 2027

The City of Burlingame is committed to taking the necessary steps to support the retention and expansion of the population. This will position the city strongly for the future by rehabilitating and expanding the city's housing and commercial buildings.

The community offers a full range of amenities and excellent recreational facilities, allowing citizens to enjoy the high quality of life that comes with living in a small town in the Midwest. The City of Burlingame takes great pride in providing efficient utilities, police protection, safe sidewalks, streets, and parks for our citizens and guests.

Vision Statement

The citizens and the City of Burlingame will take the necessary steps to continue to promote Burlingame as a city that others want to stay, move, or visit.

Mission Statement

To create a community that combines small-town living with the environment to foster healthy growth and expansion while pledging to remember the history.

STRATEGIC GOALS

1. Housing

KEY OBJECTIVES

- A. Grants
 - 1. Improve Commercial Buildings to allow for second-story rentals
 - 2. Build smaller homes for individual rentals
 - 3. Housing Assessment is needed to apply for grants
- B. Land Bank
 - 1. See if current owners want to donate homes or lots to land bank
 - 2. City or Endowment Association build home on a lot to sell
 - 3. School Program where students can learn how to build a home
- C. Increase in Housing will lead to increase population
 - 1. increase in students will help to keep K-12 school
 - 2. Homes for alumni to stay locally or return to Burlingame
 - 3. Increase in jobs

OUTCOME MEASURES:

2. Downtown Revitalization

KEY OBJECTIVES

- A. Address Vacancy Problem
- B. Develop incentives to encourage new business development
- C. Grants
- D. Business Incubator
- E. Pressure on County Treasurer for Tax Sale
- F. Consider Dormant Building Tax or fine through Ordinance

OUTCOME MEASURES:

3. Business Recruitment

- A. Better communication of incentives and grants available
- B. Grants
- C. Business Incubator
 - 1. City Purchase a building – restore the building and then either lease or sell to a new business
 - 2. Group of investors or Endowment Association Purchase Building
 - 3. A person with money who wants to invest in the community
- D. Utility Incentives

OUTCOME MEASURES:

4. Clean Up Houses/Yards/Blighted Areas of Town

- A. Landbank
 - 1. Survey to property owners of interest to donate to landbank
 - 2. City incentive by giving or selling to someone wanting to build a home.
- B. Developer/Contractor to purchase-restore-sell
- C. Communication regarding Neighborhood Revitalization
- D. Increase the annual budget for the demolition program
- E. Push County on Property Tax Sales/Meet with County Commissioners
- F. City purchase a lot-build a house-sell home

OUTCOME MEASURES:

5. Community Promotion

KEY OBJECTIVES

- A. Enhance Social Media
- B. Update, Expand, and create a better website
 - 1. Grant information
 - 2. Business Friendly Information
- C. Support Local Businesses
- D. Word of Mouth – Let people know about our community
- E. TV, Radio Ads and Billboards of events
- F. Distribute Flyers for events to other communities
- G. Expand and enhance Community Events
- H. Community Cookbook Fundraiser
- I. Build Support for City Mural
- J. Have Osage County involved with Ribbon Cutting Ceremonies for new businesses?

OUTCOME MEASURES:

6. Utilities, Infrastructure, and Equipment

- A. Own our utilities
- B. Power outages are short for customers

OUTCOME MEASURES:

7. Employee Recruitment and Retention

- A. Good benefits for employees
 - 1. May need to revisit third week of vacation if at 15 years or 10 years
 - 2. Keep wages in line with current market
- B. Currently have a low turnover rate
- C. Open communication with the council

OUTCOME MEASURES:

Other Notes

Community Strengths:

City of Burlingame Staff, Mayor, Council, Chamber, and citizens

- Teamwork of Council, Employees, Chamber, Burlingame Rec and School
- Community Festivals (Rodeo Days and Country Christmas)
- City-owned utilities
- Small town commemorative
 - Everyone knows your name
 - Clerk at Casey's says, "Thank You" and means it
- Beautiful historic buildings
- Good K-12 school district
- Loyal Residents
- Two Beautiful Parks
- Swimming Pool
- Widest Brick Main Street in the United States
- Open City Government
- Library
- Active Chamber of Commerce to sponsor events
- Hardworking community
- Police Department – Low Violent Crime
- Low cost of living
- Easy commute to jobs in larger communities

Areas We Could Improve:

- Housing – more places for people to live
- Infrastructure
- Community attitude towards change
- More community involvement with events and festivals – everyone needs to work together to make things better not same group of people. They could use help and support.
- Maintenance of brick streets
- City appearance – needs to be cleaned up and painted
- Support local businesses
- Have more events and things for people to do
- Increase of Local Business – We need a restaurant
- Farmer's Market on weekend or evening
- Mainstreet Beautification

- Share information regarding grants on website/Facebook to encourage people to apply
- Website needs to be business friendly
- Maintain our rich history by fixing brick streets
- Downtown buildings need to be cleaned up
- Positive Marketing of our town
- Main Street Beautification
- Develop legislation to hold business owners and their buildings to a specific appearance and upkeep
- Better communication from leadership to citizen

Opportunities and Trends, we can capitalize on:

- Grants
- Housing Assessment and Needs
- Border/Annexation
- Microchip Plant
- Turn ACCC into a Tech School in Burlingame
- Disc Golf Tournaments
- Sharing of Events with other towns in Osage County like a “Shop Hop Osage County Event”
- Kwikom expansion
- City purchase land and develop into residential housing
- Tourism -people want to explore small towns. Give them something to look at.
- Market Burlingame as a positive destination or place to live
- Make community aware of grant opportunities and continue to build for the future
- Small Town Lifestyle – out compete other towns
- Rail line nearby – Repair station
- Identify bigger city trends and copy

Vision for Burlingame in 10 years

- Population growth
- Housing
 - clean up existing homes
 - develop new homes
 - Second-story apartments in commercial buildings
- Business Retention of existing businesses and secure new businesses
- Promote Burlingame to an outside audience