



Perris News

Contact: Joe Vargo, Perris Public Information Officer
Phone: 951-956-2120
jvargo@cityofperris.org

Perris Strategic Plan Outlines an Ambitious Agenda

It's an ambitious vision but one that Perris elected representatives say they have every intention of meeting.

The City of Perris, in less than five years, will become Southern California's premier destination for recreation and recognized for historical preservation and cultural diversity. That Vision Statement, developed during a recent strategic planning session, will require Perris to market and promote its existing recreation and historic attractions while attracting and developing even more venues.

"Of course it's an ambitious statement and ambitious plan," said City Councilman Al Landers. "I would expect nothing less from our City. We have a creative, knowledgeable and hard-working staff that can and will make our vision a reality. Perris is a City on the cusp of greatness. Accomplishing our vision statement will take our City to the next level. People throughout Southern California will learn what we already know—Perris is a great City to live, work, recreate and learn about this region's history."

City officials conduct strategic planning sessions twice a year to review progress on existing plans and projects and lay out timetables for future developments.

At the most recent session on Jan. 21, there were plenty of achievements to recognize, including completion of major road and bridge projects, the creation and implementation of the D Street commercial façade program, restoration of the Bank Building, creation of a performing arts program and released 200 homes from the City's Foreclosure Registration Program that have been resold and reoccupied. Crime in Perris also fell 9.6 percent in the last six months.

"I am pleased that the strategic planning session went so well," said Mayor Daryl Busch. "City staff and the council are united and cohesive. The City is progressing very well. That is the message we want to get out."

Perris has plenty to build on as it reaches for its goal of becoming Southern California's signature city in terms of recreation and historic preservation, council members concurred.

The Perris Valley Skydive complex attracts parachutists from around the globe. The Lake Perris State Recreation Area is a mecca for boaters and campers. The Perris Auto Speedway tops the list of racetracks in the country. In the world of motor-cross and motorcycle racing, the Perris Raceway is world-renown. Perris is developing other recreation venues as well.

Last year, the City opened a skate park and the P-Town Combat Sports Academy. The Perris Valley Youth Football League develops local high-school students into top-flight athletes attractive to major universities. Future programs include a "Field of Dreams" baseball complex. The City conducted a feasibility study to ascertain the cost of an aquatics center.

Work continues to restore and rehabilitate the City's historic Downtown Area.

Five businesses have already benefitted from the Commercial Façade Improvement Program, aimed at returning D Street shops to their look of 100 years ago. The Historic Train Depot Building was restored and turned in a museum. Restoration completed recently on the Bank Building, which will become a repository of City records. Perris has also purchased the old Chief Theatre and that decades-old building will be restored to its original grandeur. The new Perris Station Transit Center was dedicated this month. In addition, the Dora Nelson African American Art and History Museum traces the contributions of African Americans to the Perris Valley.

"I am really excited for the future of this City," said Councilwoman Joanne Evans. "It is going to be fun to watch." Evans said Perris' greatest attribute is the "outstanding working relationship" among City Council members and the relationship between the council and City staff.

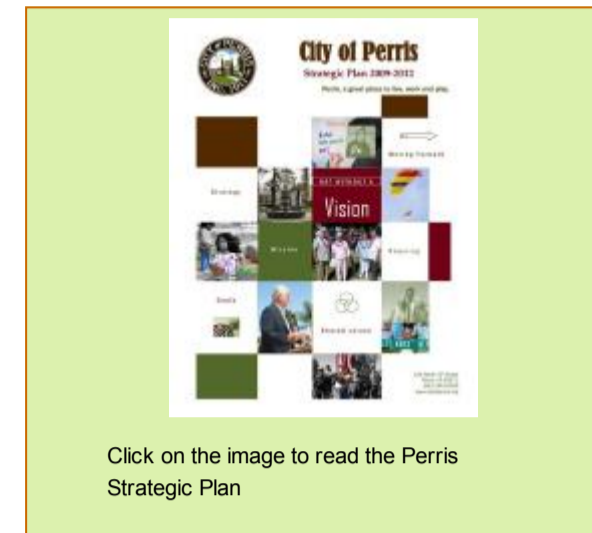
"We have an awesome vision for our City and I have every confidence we will make it happen," she said. Councilman Mark Yarbrough said Perris also is primed to attract new and cutting-edge businesses. Yarbrough noted that Perris is geographically "the hub of Southern California" and the City boasts plenty of available land and a friendly business climate.

"We are an hour away from the mountains, the desert, the beaches and the ocean," he said. "We've got freeway access, we're close to March Air Reserve Base and we are a leader in green technologies. We are literally the hub of everything."

City Manager Richard Belmudez said that despite the ongoing economic woes, Perris residents can look forward to exciting times as the City grows, develops and prospers.

"Let's reach for the stars," he said. "Let's make our dreams come true."

 [Read the City of Perris Strategic Plan](#)



Click on the image to read the Perris Strategic Plan



City Manager Richard Belmudez said Perris residents can look forward to exciting times as Perris grows and develops.



Mayor Pro-Tem Rita Rogers adds to the discussion.



Mayor Daryl Busch opened the strategic planning session, calling the City "united and cohesive."