



Housing Authority

of the City of Clay Center
www.claycenterhousing.com



Equal Housing Opportunity
KS Relay Center TDD 800-766-3777

330 West Court St., Clay Center, KS 67432
(785) 632-2100 * Fax (785) 632-6363

BUSINESS PLAN AUGUST 2019

MARKET Fixed Income Households

1. Develop relationships with social agencies in surrounding metropolitan areas and leave property brochures in rural community centers and post offices, etc.
2. In 2027 – 2030 re-syndicate Apollo Towers to open up 2-bedroom units to make 2-bedroom units available to moderate income households.

FINANCIAL Become Money Rich

1. Grow capital and operating reserves to \$800,000 plus by 2024.
2. Sustain and grow cash reserves after 2024.

PRODUCT Maintain Physical Assets

1. Build a WiFi Infrastructure
2. Maintain capital assets inventory
3. Update capital needs assessment annually

PEOPLE Build and maintain quality staff

1. Review and update position descriptions
2. Review and update pay, leave, and benefits
3. Recruit and train key personnel in 2023 to 2025

Business Plan Implementation Procedures

1. Business Definition
2. Competitive Dynamics
3. Profit from the Core
4. Customer Retention
5. Write Go Forward Plan

5-Step Process for Success

1. Have a Plan – Track Progress
2. Build a Fortress Balance Sheet
3. Think Money In, Not Money Out
4. Build A Team
5. Empower, motivate and encourage staff to make decisions consistent with your plan