



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 2020

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 along with Tolin Terrace

FINANCIAL Become Money Rich

1. Grow capital and operating reserves to \$800,000 by the end of FY2025
2. Sustain and grow cash reserves after 2025

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. Contract Financial Accounting and Program Compliance to a Property Management Company
2. Review and update position descriptions
3. Review and update pay, leave, and benefits
4. Recruit and train key personnel as needed

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