



City of Eustis

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TO: EUSTIS CITY COMMISSION

FROM: TOM CARRINO, CITY MANAGER

DATE: April 20, 2023

RE: RESOLUTION NUMBER 23-34: STRATEGIC PLAN DEVELOPMENT
PROFESSIONAL SERVICES AGREEMENT

Introduction

The Strategic Plan is the community's roadmap and is used to prioritize initiatives, resources, goals, and department operations and projects. The strategic plan is a big-picture document directing efforts and resources toward a clearly defined vision. It is standard practice to review and update the plan every five years.

Background

On April 14, 2021, the prior City Commission held a workshop to review the City's strategic plan and determined that it was time for a comprehensive update. The Strategic Plan was first approved in 2013 Resolution 10-40 and has been updated a few times since, the last in 2017. Subsequent to that time Commissioners asked staff to conduct an RFP process to identify a consultant who would work with the City to develop a new strategic plan.

On November 1, 2022, the bid solicitation was released and 9 companies responded. Five made presentations to the selection committee and two finalists were selected. The winning firm was Willdan, their proposal is in your agenda packet. The selection Committee included: Vice Mayor Emily Lee, City Manager, Tom Carrino, Development Services Director, Mike Lane and Economic Development Director, Al Latimer.

Budget Impact Analysis

The amount budgeted for the Strategic Plan Update is \$50,000. Due to inflation, the cost to hire fee-for-service professionals has risen about 10 percent higher than they were one year ago. To close the gap between what was budgeted and the consultant's asking price, Development Services contributed the difference of \$9,825. Redirecting these funds will not impede Development Services ability to achieve the Department's operational goals.

Timeline

The development of the new strategic plan will take place in four phases over an eight-month period, beginning in May and ending in December of this year.

Overview of Activities

Phase One

- Develop Strategic Planning Framework:
- Facilitate Community Feedback Sessions:
- Seek Additional Feedback to Ensure Fair Community Representation.

Phase Two

- Analyze Results of Community Outreach
- Review Previous Strategic Plans and Updates as a Benchmark for New Strategic Plan.

Phase Three

- Draft and Develop Five-Year Strategic Plan.

Phase Four

- Present Draft Five-Year Strategic Plan. VIII. Finalize and Deliver Final Five-Year Strategic Plan.
- Future Consultation as Needed.

Benefit of Updating the Strategic Plan

Due to its importance in setting a vision that will guide City resource allocations, and its board-reaching impacts, the Strategic Plan should be reviewed at regular intervals. The City's current plan was last adjusted in 2017, 6 years ago. So the time had been reached for a comprehensive update that will better and more effectively guide Commission decisions in aligning resources with priorities.

Prepared by:

Al Latimer, Economic Development Director