



City of Eustis

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TO: EUSTIS CITY COMMISSION

FROM: TOM CARRINO, CITY MANAGER

DATE: March 14, 2023

RE: STRATEGIC PLAN DEVELOPMENT COMMISSION WORKSHOP

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 2010 by Resolution 10-40 and has been updated a few times since, the last in 2017. Subsequently, Commissioners asked staff to conduct an RFP process to identify a consultant who would work with the City to develop a new strategic plan. Willdan was selected as the firm to facilitate the project.

Timeline

The development of the new strategic plan began in August 2023 and will wrap up in May 2024. On November 6, 2023 Jason Gray, principal at Willdan, held a session with Department Heads to understand how they operate, what their goals, priorities, and challenges are, and how the work they perform accomplishes the City's Vision.

A Commission workshop will be held March 14, 2024 to update the City's Vision so that it is more relevant to the values, goals, needs, etc of the community today. This will include a brief SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis, and will conclude with a discussion of accountability tools.

Prepared by:

Al Latimer, Economic Development Director