



Town of Lake Park Town Commission

Agenda Request Form

Meeting Date: May 6, 2026

Originating Department: Communications and Grants

Agenda Title: Presentation, Discussion & Direction - Town of Lake Park Strategic Plan (3 to 5 Years)

Approved by Town Manager: _____ **Date:** _____

Cost of Item: \$0.00 **Funding Source:** _____

Account Number: _____ **Finance Signature:** _____

Advertised:

Date: _____ **Newspaper:** _____

Attachments: Presentation: Why Do We Need A Strategic Plan?

Please initial one:

_____ Yes I have notified everyone

MA Not applicable in this case

Summary Explanation/Background:

A Strategic Plan is a valuable, multi-faceted tool that can support the Town’s forward motion and positive growth while developing a single vision for the Town, which will serve as a “guiding light” over the next 3 to 5 years for all of the Town’s future decisions and actions.

Many local governments have utilized the strategic planning process for decades to bring their community(ies) together and provide the foundation for who and what the Town wants to be in the future.

As a result, the Town Commission approved \$50,000.00 in funding within the FY 2026 Budget to support the development of the Town’s 1st Strategic Plan. This funding is expected to be utilized to support the cost to hire an experienced consultant (not just in building strategic plans, but also in understanding Florida local government and the Council-Manager Form of Government) through a Request for Proposals (RFP) competitive selection process to develop a comprehensive strategic plan based on the ideas/comments from our community, staff and elected officials.

The proposed scope of work is expected to include:

- Conduct a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis to determine the areas within the Town where we are strong as well as the areas that we can improve and grow as a community
- Update the Town's mission and vision, as appropriate, based on the results of the analysis
- Define strategic SMART (specific, measurable, achievable, relevant, and time-bound) goals and objectives
- Develop detailed action plans based on approved goals
- Provide a comprehensive written strategic plan as the final deliverable
- Create a strategy for communicating the completed Strategic Plan

Throughout this process, the community will be engaged in a number of ways (i.e., surveys, meetings, request comments during various Town events, signage, etc.) and the Town's staff and Town Commission will then provide further information and feedback in developing the Plan. Information related to the development of the Town's Strategic Plan will be provided as updates to the Town Commission and the community on a regular basis by the Communications and Grants Department throughout the development process to ensure transparency.

The Town's Grant Writer/Chief Public Information Officer - Communications and Grants Department – has taken the lead on this project and will provide the Town Commission with a presentation on the next steps within this process as well as outline the proposed timeline to complete the Plan.

Recommended Motion:

The Town Commission to consider, discuss and provide direction/input on the Town's proposed strategic plan, including the proposed scope of work to be completed, competitive selection process and the proposed timeline.