



CITY OF MARSHALL AGENDA ITEM REPORT

Meeting Date:	Tuesday, April 9, 2019
Category:	NEW BUSINESS
Type:	ACTION
Subject:	Approve Strategic Planning Services
Background Information:	The City of Marshall desires to conduct a survey and focus groups with city stakeholders in order to build ownership and create a 3-year strategic plan for the city. The strategic plan will be created by the city council and city administrator in a 5-hour retreat facilitated by Vantage Point Marketing Consultants. During this retreat a detailed 3-year strategic plan, grounded in the survey results, will be developed, including action plans and accountability marks for each key goal.
Fiscal Impact:	\$17,500 to be expended out of existing 2019 various departmental budgets
Alternative/ Variations:	None
Recommendations:	Approve Strategic Planning Services with Vantage Point Marketing Consultants in the amount of \$17,500