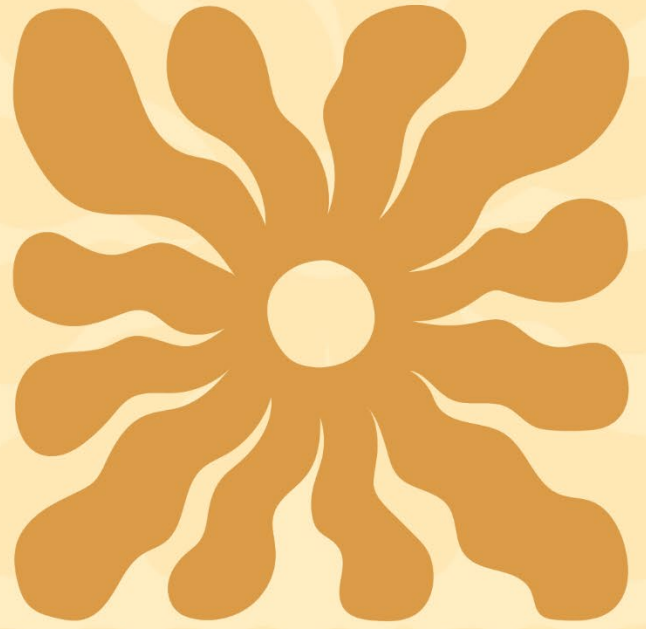
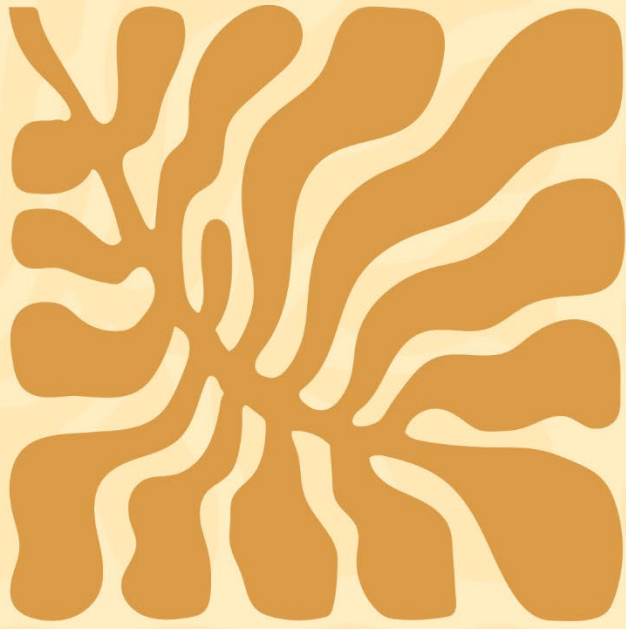


STRATEGY • PRACTICALITY • ACTION • CONNECTIVITY



CITY OF MADEIRA BEACH
**Strategic
Plan**



Public Workshop Summary

On June 11, 2026, the Madeira Beach Board of Commissioners, City staff, and the Kimley-Horn project team convened a public workshop to refine priorities for the City's Strategic Plan. The discussion centered on strengthening the connection between long-term vision and near-term actions, improving consistency in project implementation, and establishing a clear, repeatable framework to guide capital investments and decision-making.

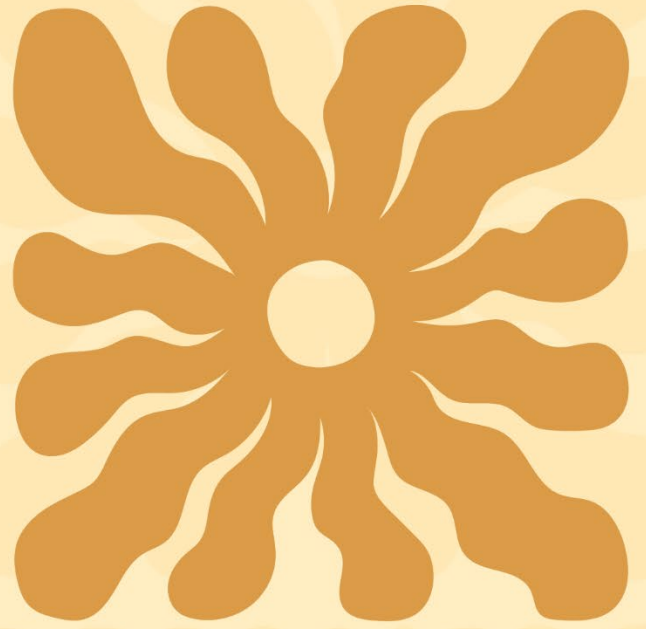
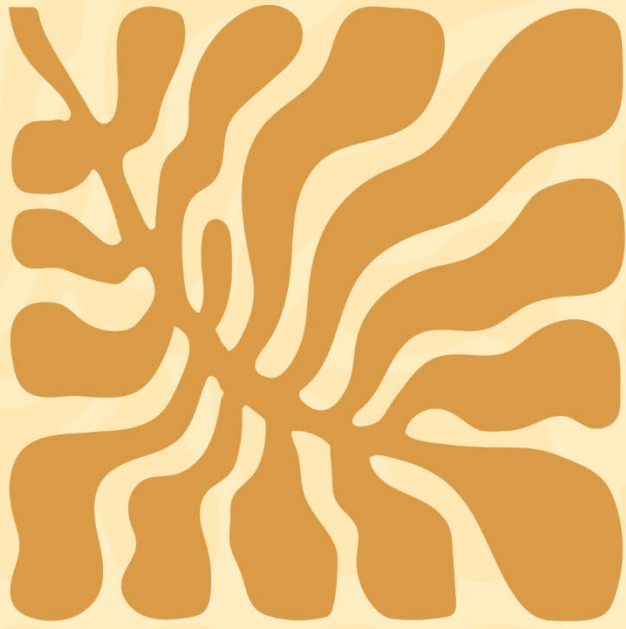
Previously identified priority projects were presented to workshop participants, with the intention of each project having a corresponding category into which it could be placed. Participants identified infrastructure, environmental health, and maintenance as core categories of focus, into which a proposed project could be best aligned with. The creation of these categories, or pillars, was done so to aid in the direction or methodology in which projects are identified, and also to capture consensus within the decision making bodies in Madeira Beach Commissioners.

Economic development and community experience were also discussed in the context of future projects, including the 555 150th Avenue property (555 Property), potential park expansions and increased programming within existing public assets. Coordinated investment, related particularly to parking and marina improvements, were recognized as essential to supporting both revenue generation and quality of life. Financial sustainability emerged as a key consideration, with acknowledgment of revenue constraints and the need to balance grants, borrowing, and revenue-generating strategies.

Commission and staff emphasized the importance of clearly defined goals, measurable outcomes, and greater transparency, noting that while planning is robust, consistent follow-through remains a key challenge. The workshop also highlighted the need for clearer communication with the public and more structured decision-making processes. Commissioners pointed to past inefficiencies stemming from unclear direction and expressed support for tools such as standardized terminology and post-agenda reviews to improve outcomes. While recent improvements in transparency and engagement were noted, challenges remain in navigating complex decisions and strengthening budget development.

The 555 Property was identified as a pivotal redevelopment opportunity tied to the City's long-term identity and economic future, though defining return on investment remains complex. Moving forward, the City will focus on developing a one-year action plan, advancing the 555 Property project, and incorporating additional public input into the decision making discussions. The discussion underscored the need for clearer processes, stronger implementation, and a more actionable, financially grounded strategic framework.

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CITY OF MADEIRA BEACH
**Strategic
Plan**



1. What portion of the capital budget do you consider the most important: [\(select 2\)](#)
 - Infrastructure
 - Safety
 - Transportation
 - Parks
 - Economic development
 - Community facilities
 - Other

2. Please complete the following statement: When considering capital projects and programs, the City should invest in: [\(select 1\)](#)
 - One or two large projects that consume the majority of the funding but have significant community impact.
 - A few medium sized projects that have measurable impact combined with a complement of smaller projects.
 - A large set of smaller projects spread throughout the City.

3. When considering future projects and funding, which aligns more with your thinking?
The City should invest in: [\(select 1\)](#)
 - Projects evenly distributed throughout all commission districts in the City
 - Projects within the major activity areas within the City
 - Places with the greatest needs

4. How do you perceive the way the City handles the funding of capital improvement projects? The City is: [\(select 1\)](#)
 - Expending too many resources
 - Not using enough resources
 - Using the right amount of resources

ARCHIBALD FUND - MULTI-YEAR OPERATING TREND

	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	
REVENUES FROM OPERATIONS	Audited	Audited	Audited	Audited	Audited	Total
Charges For Services	563,780	681,672	754,446	709,435	388,831	3,098,164
Miscellaneous Revenues	14,542	20,569	32,147	72,350	39,873	179,481
Total:	578,322	702,242	786,593	781,785	428,704	3,277,645
COST OF OPERATIONS						
Personnel Services	210,624	238,120	260,998	291,978	333,326	1,335,045
Operating Expenditures/Expenses *	201,175	168,882	375,101	316,401	299,496	1,361,054
Debt Service	-	5,517	5,517	4,138	-	15,171
OH Allocation & Debt Service Transfers Out	102,000	83,180	52,617	60,900	97,300	395,997
Total:	513,798	495,698	694,233	673,416	730,122	3,107,268
Excess (Deficiency) of Revenues over Expenditures	64,523	206,543	92,360	108,369	(301,418)	170,377

* Excludes repair costs incurred in FY 2025 resulting from damage inflicted by Hurricane Helene

BUILDING FUND - MULTI-YEAR OPERATING TREND

	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	
REVENUES FROM OPERATIONS	Audited	Audited	Audited	Audited	Audited	Total
Permits, Fees, & Special Assessments	987,908	1,154,095	788,298	1,063,876	376,311	4,370,487
Miscellaneous Revenues	33,345	24,627	58,316	87,221	41,998	245,508
Total:	1,021,254	1,178,722	846,614	1,151,097	418,309	4,615,995
COST OF OPERATIONS						
Personnel Services	324,180	416,926	452,563	607,076	618,010	2,418,755
Operating Expenditures/Expenses	92,810	107,352	129,771	106,522	378,803	815,259
Transfers Out	137,900	79,630	169,172	202,600	272,200	861,502
Total:	554,890	603,909	751,506	916,198	1,269,013	4,095,516
Excess (Deficiency) of Revenues over Expenditures	466,364	574,813	95,108	234,899	(850,704)	520,480

DEBT SERVICE FUND - MULTI-YEAR OPERATING TREND

	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	Total
REVENUES FROM OPERATIONS	Audited	Audited	Audited	Audited	Audited	
Miscellaneous Revenues	11,442	11,694	20,005	24,910	21,512	89,563
Transfers In	644,274	575,000	297,950	298,925	299,125	2,115,274
Total:	655,717	586,694	317,955	323,835	320,637	2,204,837
COST OF OPERATIONS						
Debt Service	644,274	639,924	297,950	298,925	299,125	2,180,198
Total:	644,274	639,924	297,950	298,925	299,125	2,180,198
Excess (Deficiency) of Revenues over Expenditures	11,442	(53,230)	20,005	24,910	21,512	24,639

GAS TAX FUND - MULTI-YEAR OPERATING TREND

	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	Total
REVENUES FROM OPERATIONS	Audited	Audited	Audited	Audited	Audited	
Taxes	54,816	58,313	57,377	56,625	56,065	283,196
Intergovernmental Revenue (Recurring)	47,262	46,328	43,351	38,595	38,642	214,177
Miscellaneous Revenues	2,258	2,370	4,132	3,853	2,299	14,913
Total:	104,335	107,012	104,859	99,073	97,006	512,286
COST OF OPERATIONS						
Operating Expenditures/Expenses	91,971	108,047	123,193	119,083	117,890	560,184
Total:	91,971	108,047	123,193	119,083	117,890	560,184
Excess (Deficiency) of Revenues over Expenditures	12,364	(1,035)	(18,334)	(20,009)	(20,884)	(47,899)

GENERAL FUND - MULTI-YEAR OPERATING TREND

	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	
REVENUES FROM OPERATIONS	Audited	Audited	Audited	Audited	Audited	Total
Taxes	4,986,113	5,455,511	6,063,737	6,682,911	6,983,183	30,171,455
Permits, Fees, & Special Assessments	597,044	733,318	728,056	702,400	608,928	3,369,746
Intergovernmental Revenue (Recurring)	521,043	555,032	541,740	521,305	485,897	2,625,017
Charges For Services	3,411,022	4,169,026	1,423,328	1,442,964	1,505,699	11,952,038
Judgements, Fines, & Forfeits	44,688	261,408	28,567	95,773	26,173	456,609
Miscellaneous Revenues	680,259	807,778	1,314,059	1,779,743	3,183,455	7,765,294
Transfer In - Administrative OH Allocation	517,300	405,690	487,162	839,900	1,677,000	3,927,052
Total:	10,757,468	12,387,763	10,586,649	12,064,996	14,470,335	60,267,211
COST OF OPERATIONS						
Personnel Services	3,578,200	3,840,207	4,172,144	5,600,570	6,302,946	23,494,068
Operating Expenditures/Expenses *	3,962,112	4,197,517	4,319,845	4,982,675	5,136,571	22,598,720
Debt Service	-	29,963	36,482	24,397	15,360	106,202
Grants And Aids	165,932	83,529	78,034	103,241	112,355	543,091
Transfers Out **	1,818,274	2,073,092	1,792,992	1,793,266	1,794,064	9,271,689
Total:	9,524,519	10,224,308	10,399,498	12,504,150	13,361,296	56,013,770
Excess (Deficiency) of Revenues over Expenditures	1,232,950	2,163,455	187,152	(439,154)	1,109,039	4,253,441

* Excludes 1) Gulf Blvd undergrounding 2) John's Pass dredging costs incurred 3) hurricane-related remediation costs incurred in FY 2025 4) Redington fire station construction costs incurred in FY 2025

** Excludes transfers to Archibald Fund for beach groin renourishment project; includes Stormwater debt service payments for all fiscal years

IMPACT FEE FUND - MULTI-YEAR OPERATING TREND

	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	Total
REVENUES FROM OPERATIONS	Audited	Audited	Audited	Audited	Audited	
Permits, Fees, & Special Assessments			113,004	229,631	168,796	511,430
Miscellaneous Revenues			4,607	14,317	21,191	40,115
Total:	-	-	117,611	243,948	189,987	551,546
COST OF OPERATIONS - NONE						
Excess (Deficiency) of Revenues over Expenditures	-	-	117,611	243,948	189,987	551,546

LOCAL OPTION SALES TAX FUND - MULTI-YEAR OPERATING TREND

	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	Total
REVENUES FROM OPERATIONS	Audited	Audited	Audited	Audited	Audited	
Taxes	544,874	632,401	664,103	653,554	667,665	3,162,597
Miscellaneous Revenues	51,503	54,540	95,004	130,422	119,812	451,281
Total:	596,377	686,941	759,107	783,976	787,477	3,613,878
COST OF OPERATIONS						
Operating Expenditures/Expenses	-	-	4,158	-	-	4,158
Capital Outlay	661,268	882,886	155,063	750,295	125,391	2,574,902
Total:	661,268	882,886	159,221	750,295	125,391	2,579,060
Excess (Deficiency) of Revenues over Expenditures	(64,891)	(195,945)	599,886	33,681	662,086	1,034,818

MARINA FUND - MULTI-YEAR OPERATING TREND

	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	
REVENUES FROM OPERATIONS	Audited	Audited	Audited	Audited	Audited	Total
Charges For Services	1,152,264	1,298,273	1,391,263	1,346,312	1,307,312	6,495,425
Miscellaneous Revenues	49,913	53,218	126,410	178,595	164,788	572,923
Total:	1,202,177	1,351,491	1,517,673	1,524,907	1,472,100	7,068,348
COST OF OPERATIONS						
Personnel Services	322,862	294,578	336,522	410,991	491,281	1,856,235
Operating Expenditures/Expenses	219,670	235,153	250,921	262,000	341,869	1,309,614
Debt Service	9,383	8,070	6,738	5,385	4,011	33,586
OH Allocation Transfers Out	181,100	140,090	113,813	130,000	186,800	751,803
Total:	733,014	677,892	707,994	808,376	1,023,961	3,951,237
Excess (Deficiency) of Revenues over Expenditures	469,162	673,599	809,679	716,531	448,139	3,117,111

PARKING FUND - MULTI-YEAR OPERATING TREND

	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	
REVENUES FROM OPERATIONS	Audited	Audited	Audited	Audited	Audited	Total
Charges For Services	-	-	2,877,801	2,715,691	2,584,351	8,177,844
Judgements, Fines, & Forfeits	-	-	625,205	547,818	267,317	1,440,341
Miscellaneous Revenues	-	-	42,651	123,727	189,611	355,989
Total:	-	-	3,545,658	3,387,236	3,041,279	9,974,173
COST OF OPERATIONS						
Personnel Services	-	-	231,965	275,350	268,813	776,127
Operating Expenditures/Expenses	-	-	390,981	445,203	293,751	1,129,934
Transfers Out	-	-	1,800,000	274,000	950,896	3,024,896
Total:	-	-	2,422,945	994,553	1,513,460	4,930,958
Excess (Deficiency) of Revenues over Expenditures	-	-	1,122,713	2,392,683	1,527,819	5,043,215

SANITATION FUND - MULTI-YEAR OPERATING TREND

	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	
REVENUES FROM OPERATIONS	Audited	Audited	Audited	Audited	Audited	Total
Charges For Services	1,377,902	1,854,441	2,093,710	2,327,514	2,187,269	9,840,835
Miscellaneous Revenues	75,508	36,692	60,308	90,337	100,251	363,097
Total:	1,453,410	1,891,133	2,154,018	2,417,851	2,287,520	10,203,932
COST OF OPERATIONS						
Personnel Services	492,687	528,431	588,501	955,093	484,180	3,048,891
Operating Expenditures/Expenses	771,608	803,575	1,018,383	894,624	999,271	4,487,461
Transfers Out	40,700	48,020	81,774	92,100	139,400	401,994
Total:	1,304,995	1,380,025	1,688,658	1,941,817	1,622,851	7,938,346
Excess (Deficiency) of Revenues over Expenditures	148,415	511,108	465,360	476,034	664,669	2,265,586

STORMWATER FUND - MULTI-YEAR OPERATING TREND

	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	
REVENUES FROM OPERATIONS	Audited	Audited	Audited	Audited	Audited	Total
Charges for Services	691,929	684,822	678,215	693,243	680,497	3,428,705
Miscellaneous Revenues	198,063	159,594	234,622	229,567	194,015	1,015,860
Transfers In (Debt Service)	1,174,000	1,498,092	1,490,000	1,495,000	1,494,939	7,152,031
Total:	2,063,992	2,342,507	2,402,836	2,417,810	2,369,451	11,596,596
COST OF OPERATIONS						
Personnel Services	269,490	288,622	254,086	397,683	295,595	1,505,476
Operating Expenditures/Expenses	110,508	163,237	164,987	191,724	182,586	813,042
Debt Service	1,538,215	1,498,092	1,495,042	1,494,341	1,494,939	7,520,629
Transfers Out	55,600	54,770	69,786	80,300	92,900	353,356
Total:	1,973,813	2,004,721	1,983,901	2,164,048	2,066,020	10,192,503
Excess (Deficiency) of Revenues over Expenditures	90,179	337,786	418,936	253,762	303,431	1,404,093

**Madeira Beach - Preliminary Financing Scenario Analysis
Scenario Summary**

	Bank Loan Financing (15-Year Term)		Bond Issuance (15-Year Term)		Bond Issuance (30-Year Term)	
	\$10 Million	\$20 Million	\$40 Million	\$50 Million	\$40 Million	\$50 Million
Term Length						
Final Maturity	10/1/2041	10/1/2041	10/1/2041	10/1/2041	10/1/2056	10/1/2056
Project Fund	\$10,000,000	\$20,000,000	\$40,000,000	\$50,000,000	\$40,000,000	\$50,000,000
Issuance Costs	\$60,000	\$60,000	\$384,696	\$483,595	\$390,618	\$490,670
Total Loan Amount	\$10,060,000	\$20,060,000	\$40,384,696	\$50,483,595	\$40,390,618	\$50,490,670
All-In True Interest Cost	4.34%	4.29%	3.76%	3.76%	4.58%	4.59%
Average Annual Debt Service	\$920,689	\$1,835,901	\$3,534,767	\$4,418,733	\$2,478,042	\$3,097,642
Total Debt Service	\$13,810,328	\$27,538,513	\$53,021,500	\$66,281,000	\$74,341,250	\$92,929,250

*Borrowing Rate based on estimated current market rates (as of June 9, 2026)

Madeira Beach - Preliminary Financing Scenario Analysis
Bank Loan Financing (15-Years)

Period Ending	\$10 Million Project			\$20 Million Project		
	Principal	Interest	Debt Service	Principal	Interest	Debt Service
10/1/2027	493,000	427,550.00	920,550	983,000	852,550	1,835,550
10/1/2028	514,000	406,597.50	920,598	1,025,000	810,773	1,835,773
10/1/2029	536,000	384,752.50	920,753	1,069,000	767,210	1,836,210
10/1/2030	559,000	361,972.50	920,973	1,114,000	721,778	1,835,778
10/1/2031	583,000	338,215.00	921,215	1,162,000	674,433	1,836,433
10/1/2032	607,000	313,437.50	920,438	1,211,000	625,048	1,836,048
10/1/2033	633,000	287,640.00	920,640	1,262,000	573,580	1,835,580
10/1/2034	660,000	260,737.50	920,738	1,316,000	519,945	1,835,945
10/1/2035	688,000	232,687.50	920,688	1,372,000	464,015	1,836,015
10/1/2036	717,000	203,447.50	920,448	1,430,000	405,705	1,835,705
10/1/2037	748,000	172,975.00	920,975	1,491,000	344,930	1,835,930
10/1/2038	779,000	141,185.00	920,185	1,554,000	281,563	1,835,563
10/1/2039	813,000	108,077.50	921,078	1,621,000	215,518	1,836,518
10/1/2040	847,000	73,525.00	920,525	1,689,000	146,625	1,835,625
10/1/2041	883,000	37,527.50	920,528	1,761,000	74,843	1,835,843
	\$10,060,000	\$3,750,328	\$13,810,328	\$20,060,000	\$7,478,513	\$27,538,513
	Sources			Sources		
	Par Amount		10,060,000	Par Amount		20,060,000
	Total Sources		10,060,000	Total Sources		20,060,000
	Uses			Uses		
	Project Fund		10,000,000	Project Fund		20,000,000
	Issuance Costs		60,000	Issuance Costs		60,000
	Total Uses		10,060,000	Total Uses		20,060,000
	First Interest Payment		4/1/2027	First Interest Payment		4/1/2027
	Final Maturity		10/1/2041	Final Maturity		10/1/2041
	All-In True Interest Cost		4.34%	All-In True Interest Cost		4.29%
	Average Annual Debt Service		\$920,689	Average Annual Debt Service		\$1,835,901
	Total Debt Service		\$13,810,328	Total Debt Service		\$27,538,513

Madeira Beach - Preliminary Financing Scenario Analysis
Bond Issuance (15-Years)

Period Ending	\$40 Million Project			\$50 Million Project		
	Principal	Interest	Debt Service	Principal	Interest	Debt Service
10/1/2027	1,700,000	1,834,500.00	3,534,500	2,125,000	2,293,250	4,418,250
10/1/2028	1,785,000	1,749,500.00	3,534,500	2,230,000	2,187,000	4,417,000
10/1/2029	1,875,000	1,660,250.00	3,535,250	2,345,000	2,075,500	4,420,500
10/1/2030	1,970,000	1,566,500.00	3,536,500	2,460,000	1,958,250	4,418,250
10/1/2031	2,065,000	1,468,000.00	3,533,000	2,585,000	1,835,250	4,420,250
10/1/2032	2,170,000	1,364,750.00	3,534,750	2,715,000	1,706,000	4,421,000
10/1/2033	2,280,000	1,256,250.00	3,536,250	2,850,000	1,570,250	4,420,250
10/1/2034	2,395,000	1,142,250.00	3,537,250	2,990,000	1,427,750	4,417,750
10/1/2035	2,510,000	1,022,500.00	3,532,500	3,140,000	1,278,250	4,418,250
10/1/2036	2,635,000	897,000.00	3,532,000	3,295,000	1,121,250	4,416,250
10/1/2037	2,770,000	765,250.00	3,535,250	3,460,000	956,500	4,416,500
10/1/2038	2,910,000	626,750.00	3,536,750	3,635,000	783,500	4,418,500
10/1/2039	3,055,000	481,250.00	3,536,250	3,815,000	601,750	4,416,750
10/1/2040	3,205,000	328,500.00	3,533,500	4,010,000	411,000	4,421,000
10/1/2041	3,365,000	168,250.00	3,533,250	4,210,000	210,500	4,420,500
	\$36,690,000	\$16,331,500	\$53,021,500	\$45,865,000	\$20,416,000	\$66,281,000
	Sources			Sources		
	Bond Proceeds		40,384,696	Bond Proceeds		50,483,595
	Total Sources		40,384,696	Total Sources		50,483,595
	Uses			Uses		
	Project Fund		40,000,000	Project Fund		50,000,000
	Issuance Costs		384,696	Issuance Costs		483,595
	Total Uses		40,384,696	Total Uses		50,483,595
	First Interest Payment		4/1/2027	First Interest Payment		4/1/2027
	Final Maturity		10/1/2041	Final Maturity		10/1/2041
	All-In True Interest Cost		3.76%	All-In True Interest Cost		3.76%
	Average Annual Debt Service		\$3,534,767	Average Annual Debt Service		\$4,418,733
	Total Debt Service		\$53,021,500	Total Debt Service		\$66,281,000

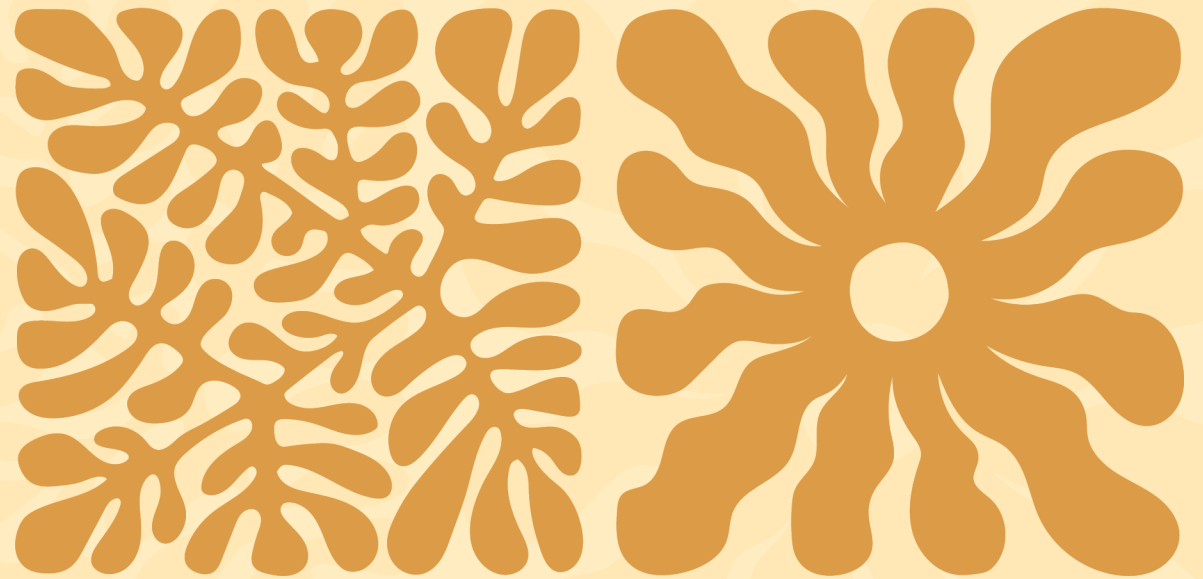
Madeira Beach - Preliminary Financing Scenario Analysis
Bond Issuance (30-Years)

Period Ending	\$40 Million Project			\$50 Million Project		
	Principal	Interest	Debt Service	Principal	Interest	Debt Service
10/1/2027	575,000	1,904,750.00	2,479,750	715,000	2,381,000	3,096,000
10/1/2028	605,000	1,876,000.00	2,481,000	755,000	2,345,250	3,100,250
10/1/2029	635,000	1,845,750.00	2,480,750	790,000	2,307,500	3,097,500
10/1/2030	665,000	1,814,000.00	2,479,000	830,000	2,268,000	3,098,000
10/1/2031	695,000	1,780,750.00	2,475,750	870,000	2,226,500	3,096,500
10/1/2032	730,000	1,746,000.00	2,476,000	915,000	2,183,000	3,098,000
10/1/2033	770,000	1,709,500.00	2,479,500	960,000	2,137,250	3,097,250
10/1/2034	805,000	1,671,000.00	2,476,000	1,010,000	2,089,250	3,099,250
10/1/2035	845,000	1,630,750.00	2,475,750	1,060,000	2,038,750	3,098,750
10/1/2036	890,000	1,588,500.00	2,478,500	1,110,000	1,985,750	3,095,750
10/1/2037	935,000	1,544,000.00	2,479,000	1,170,000	1,930,250	3,100,250
10/1/2038	980,000	1,497,250.00	2,477,250	1,225,000	1,871,750	3,096,750
10/1/2039	1,030,000	1,448,250.00	2,478,250	1,290,000	1,810,500	3,100,500
10/1/2040	1,080,000	1,396,750.00	2,476,750	1,350,000	1,746,000	3,096,000
10/1/2041	1,135,000	1,342,750.00	2,477,750	1,420,000	1,678,500	3,098,500
10/1/2042	1,190,000	1,286,000.00	2,476,000	1,490,000	1,607,500	3,097,500
10/1/2043	1,250,000	1,226,500.00	2,476,500	1,565,000	1,533,000	3,098,000
10/1/2044	1,315,000	1,164,000.00	2,479,000	1,645,000	1,454,750	3,099,750
10/1/2045	1,380,000	1,098,250.00	2,478,250	1,725,000	1,372,500	3,097,500
10/1/2046	1,450,000	1,029,250.00	2,479,250	1,810,000	1,286,250	3,096,250
10/1/2047	1,520,000	956,750.00	2,476,750	1,905,000	1,195,750	3,100,750
10/1/2048	1,600,000	880,750.00	2,480,750	1,995,000	1,100,500	3,095,500
10/1/2049	1,675,000	800,750.00	2,475,750	2,095,000	1,000,750	3,095,750
10/1/2050	1,760,000	717,000.00	2,477,000	2,200,000	896,000	3,096,000
10/1/2051	1,850,000	629,000.00	2,479,000	2,310,000	786,000	3,096,000
10/1/2052	1,940,000	536,500.00	2,476,500	2,425,000	670,500	3,095,500
10/1/2053	2,040,000	439,500.00	2,479,500	2,550,000	549,250	3,099,250
10/1/2054	2,140,000	337,500.00	2,477,500	2,675,000	421,750	3,096,750
10/1/2055	2,250,000	230,500.00	2,480,500	2,810,000	288,000	3,098,000
10/1/2056	2,360,000	118,000.00	2,478,000	2,950,000	147,500	3,097,500
	\$38,095,000	\$36,246,250	\$74,341,250	\$47,620,000	\$45,309,250	\$92,929,250
Sources						
	Bond Proceeds		40,390,618	Bond Proceeds		50,490,670
	Total Sources		40,390,618	Total Sources		50,490,670
Uses						
	Project Fund		40,000,000	Project Fund		50,000,000
	Issuance Costs		390,618	Issuance Costs		490,670
	Total Uses		40,390,618	Total Uses		50,490,670
	First Interest Payment		4/1/2027	First Interest Payment		4/1/2027
	Final Maturity		10/1/2056	Final Maturity		10/1/2056
	All-In True Interest Cost		4.58%	All-In True Interest Cost		4.59%
	Average Annual Debt Service		\$2,478,042	Average Annual Debt Service		\$3,097,642
	Total Debt Service		\$74,341,250	Total Debt Service		\$92,929,250



Strategic Plan Public Workshop

June 11th, 2026



Introductions

Purpose of Today

- Receive feedback from the Board of Commissioners and community members on current conditions and future priorities
- Provide direction for the Staff, Board, and Consultant team to create 1-, 5-, and 10-Year Prioritized Action Plan Tables for the Strategic Plan

Schedule

- Morning Work Session: 9:00 AM – 12:00 PM
 1. Introductions
 2. Strategic Plan Overview and Purpose
 3. Live Polling
 4. Guiding Pillars
 5. Financial State of the City Summary

- Lunch Break: 12:00 PM – 1:00 PM

- Afternoon Work Session: 1:00 PM – 4:00 PM
 1. Summary of Morning Themes
 2. Strategic Decision-Making Process and Activity
 3. Summary of What We Heard Today
 4. Next Steps
 5. Public Comment



Public Participation Process & Workshop Ground Rules

- Public Comment Guidelines:
 - 3 minutes per speaker for oral comments
 - Written comment cards accepted at registration and during workshop
- Commissioner Discussion Guidelines:
 - The Mayor, Vice Mayor, and Commissioners will have an opportunity to voice their priorities

This workshop is a **deliberative session: no formal Board votes are anticipated**, and any items requiring Commission action will be placed on a future regular meeting agenda.

What is a Strategic Plan?

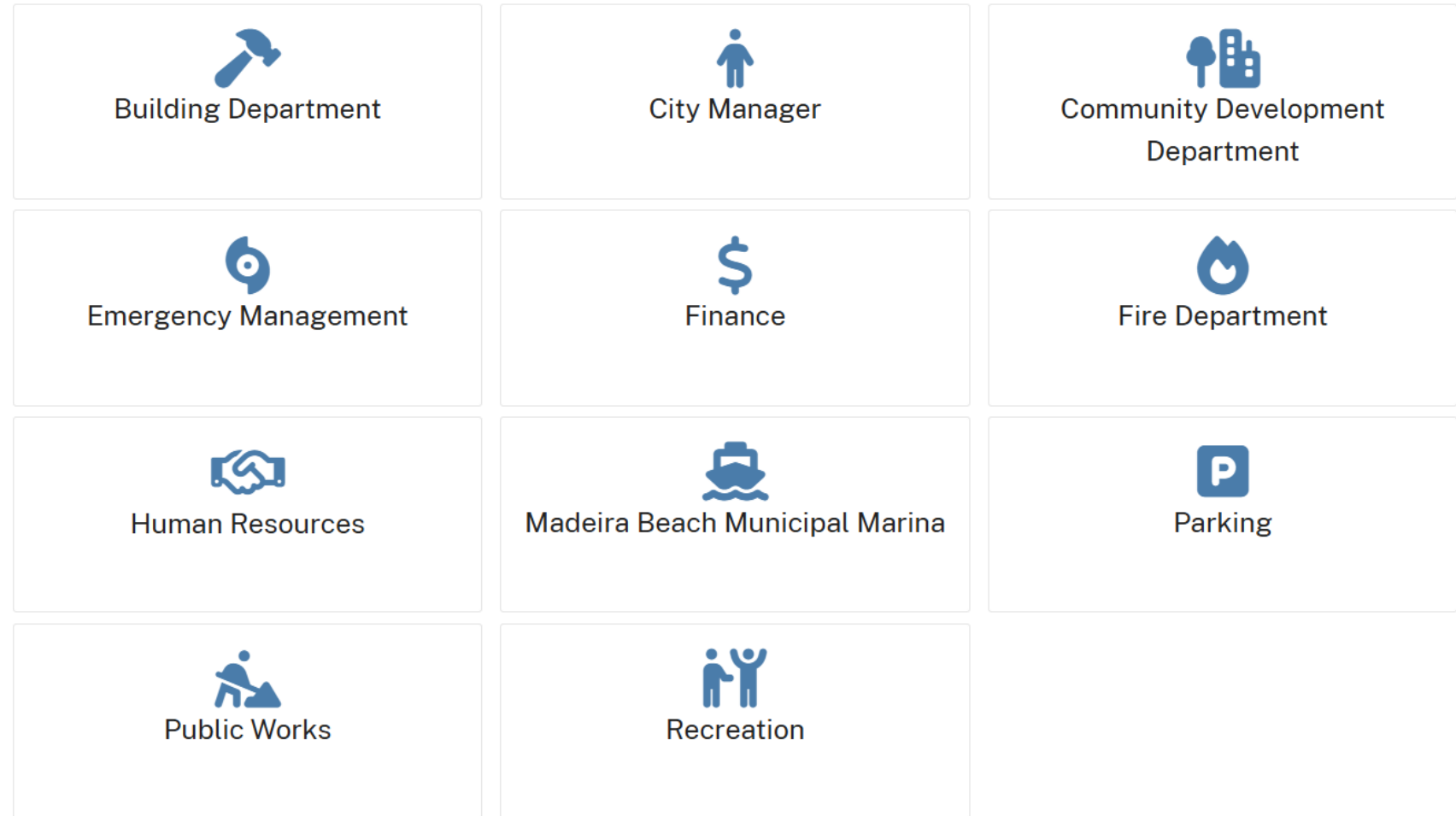
- A document that defines an organization's direction and priorities through specific actions for long-term success
- For Madeira Beach: A list of deliberately-chosen infrastructure projects and studies to prioritize within the next year, 5-years, and 10-years.

Why is the Strategic Planning Process Important?

- Establishes a long-term community vision which takes City staff and the public's priorities into account.
- Maintains quality infrastructure and City services.
- Encourages sustainable and resilient city design.
- Defines relevant, measurable goals which can be achieved within a specified timeframe.

Why is the Strategic Planning Process Important?

- The City is made up of many departments with varying needs
- The Strategic Plan aims to balance these needs and set predictable expectations



What is a Strategic Plan?

What the Strategic Plan does:

- ✓ **Transitions vision to action** and expresses what is important to accomplish
- ✓ **Identifies key projects and initiatives** from adopted plans that help the City adapt to evolving physical, socioeconomic, and environmental conditions over time
- ✓ **Guides City officials to prioritize** policy changes or certain projects based on budgetary considerations
- ✓ **Outlines a strategic approach** to decision-making and development in the short- to mid-term that reflects the community's priorities

What the Strategic Plan does not do:

- ✗ Set broad, long-term goals for the overall growth and development of the City
- ✗ Replace the need for a CIP, annual budget, or Comprehensive Plan
- ✗ Require City officials to make policy or regulatory changes

Understanding Community Priorities

- All projects cannot be a priority due to limited funding, time, and staff capacity.
- This process establishes a framework to prioritize which projects should be funded first.
- To develop this process, we need to establish guiding pillars based on shared priorities from Staff, Commission, community and City guiding documents.

City Guiding Documents

- Capital Improvement Program (CIP) List
- Comprehensive Plan
- Land Development Regulations
- Master Plan
- John's Pass Special Area Plan
- Town Center Special Area Plan
- Watershed Management Plan

The New City Master Plan



**New Development/
Redevelopment**



**Transportation/
Mobility**



**Parks, Recreation,
and Public Spaces**



**Economic/Business
Development**



**Sustainability and
Resiliency**



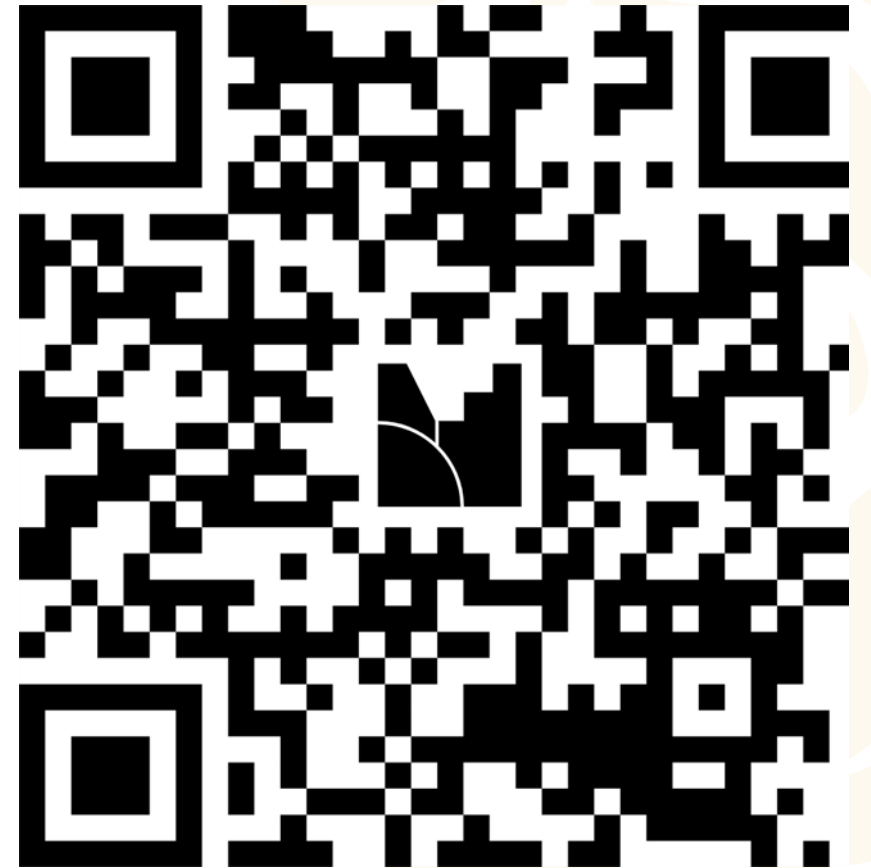
**Beautification and
Placemaking**

Questions?

Break

Live Survey

- <https://www.menti.com/bldk3zwebj33>
- Join Code: 9763 0210



Draft Guiding Pillars

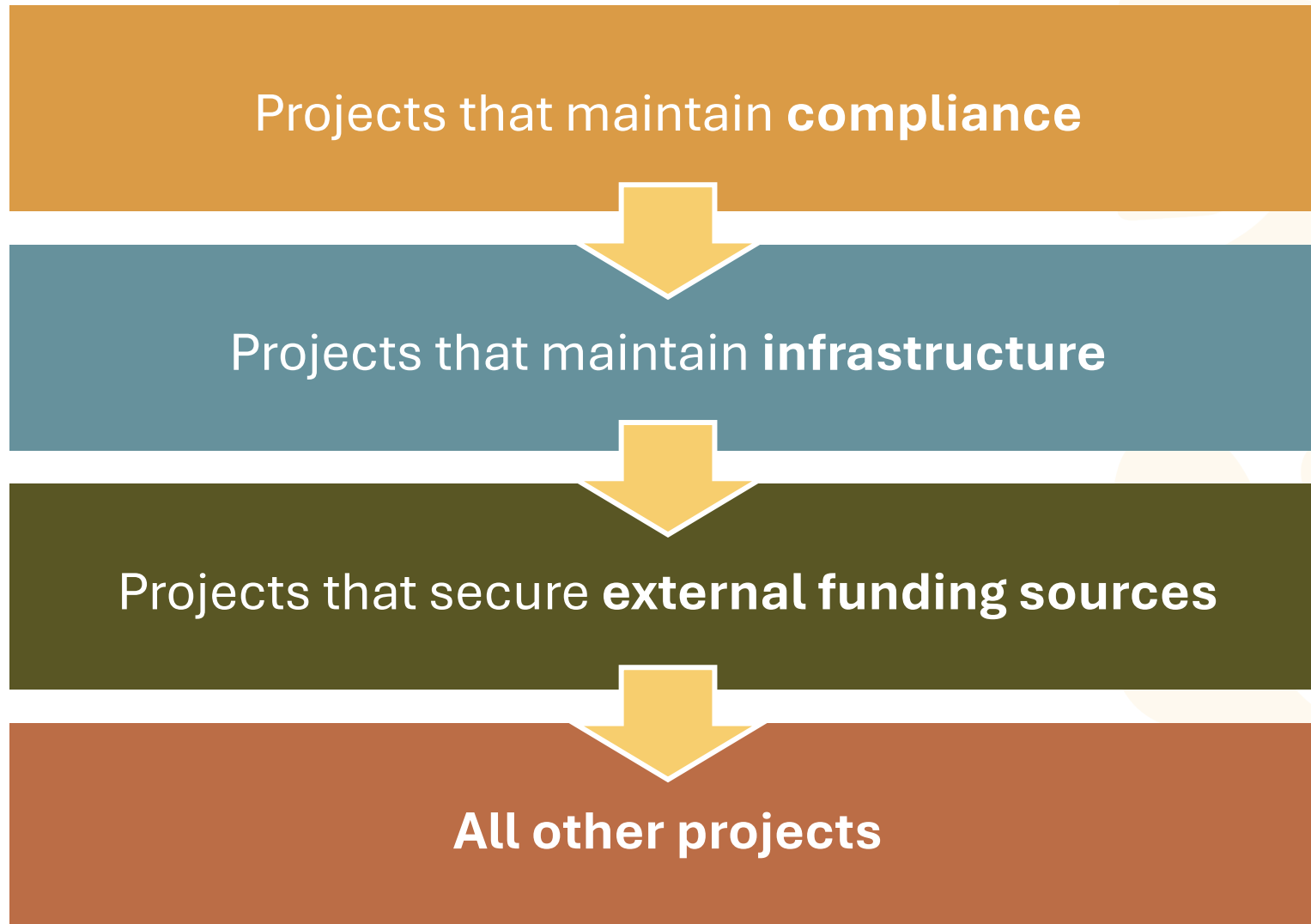
Guiding Pillars	Definitions
Stewardship	The responsible management and protection of resources.
Equity	Fair and just consideration of needs that removes barriers to opportunity and spreads improvements throughout the City.
Growth and Resilience	Increasing capacity, maintaining and upgrading infrastructure, and expanding economic drivers.
Community Experience	The overall quality of interactions, services, and environment as perceived by residents, visitors, or users within a community.
Leveraging External Funding Partnerships	Securing and maximizing financial support from outside organizations (e.g., federal/state agencies, nonprofits, private entities).
Regulatory Compliance	Adherence to laws, rules, standards, and guidelines set by governing authorities.

Strategic Plan Inputs

- There are numerous tasks and projects to be programming into the Strategic Plan:
 - Stormwater and Drainage Infrastructure
 - Transportation and Mobility
 - Parks, Recreation, and Public Facilities
 - Resiliency and Public Facility Improvements
 - Beautification and Placemaking
 - Code, Policy, and Regulatory Actions
 - Studies and Plans
 - 555 150th Avenue Waterfront Development



Strategic Plan Prioritization Considerations



Changing Landscape

- Community needs are changing and increasing
- Many factors can guide or change a community's decision-making process makes
 - Hurricane recovery and needs
 - Regional, State, and Federal regulations and legislature



Financial State of the City Summary

Questions?

Lunch Break

Afternoon Session 1:00pm – 4:00pm

1. Summary of Morning Themes
2. Decision-Making
3. Strategic Prioritization
4. Summary of What We Heard Today
5. Next Steps
6. Public Comment



Summary of Morning Themes

Decision-Making

Group Scenario Activity

- A developer is redeveloping a site in the City with mixed-use development which will be a major attraction and activity generator in the City. The developer wants the City to provide land for a parking garage to support the development.
- Does the City provide the land? Why or why not?

Current City Decision-Making Operations

- How do you currently make decisions?
- How do you choose what to spend on priorities?



Decision-Making Framework Guidance

1. Does it have a valid public purpose?
2. Has a solution been vetted and identified?
3. “But For” – Can the solution be solved without City intervention?
4. Does it rise above other priorities?
5. Can it be accomplished with or without existing resources?
6. Are we willing to assume debt (fees/taxes)?
7. Does it align with previously adopted initiatives?

Next Steps

- Develop 1-, 5-, and 10-Year Strategic Plan tables
- 555 150th Avenue Property
 - Major focus and priority to the City

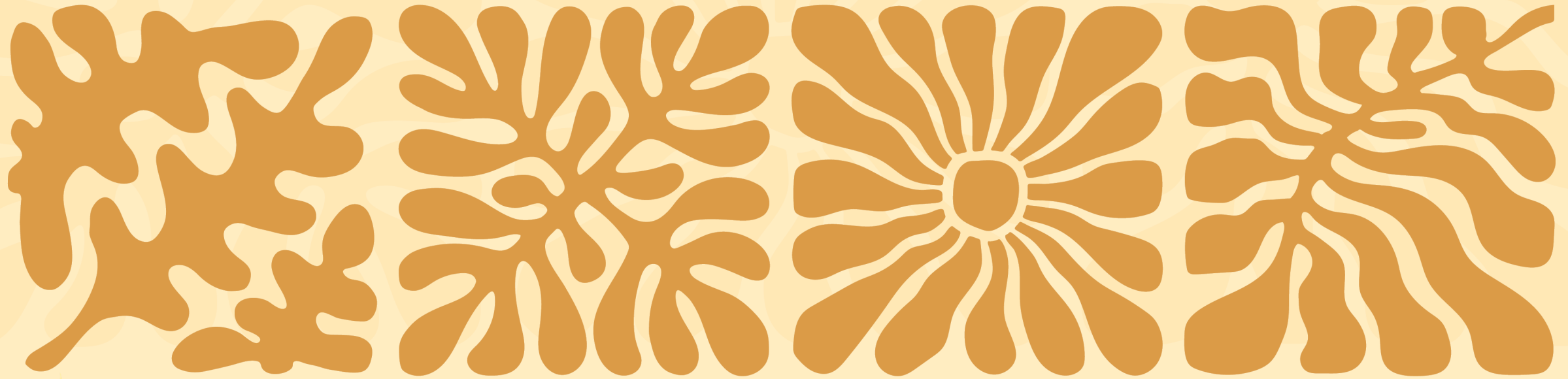
Board Priority Discussion: Individual Commissioner Perspectives

- 5-10 minutes per Commissioner to share:
 - Top priorities
 - Major concerns



Questions or concerns?

Public Comment



Thank you!

