



the John Scott Dailey

FLORIDA
INSTITUTE OF
GOVERNMENT

at the University of South Florida

**We specialize in realizing and
implementing big ideas in
the public sector.**

Proposal for City of Madeira Beach Facilitated Session

September 19, 2025

Prepared for:

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City Clerk

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PROPOSAL FOR FACILITATED STRATEGIC PLANNING SESSION

The USF FIOG proposes to complete the following work for the City of Madeira Beach:

1.1 Facilitated Strategic Planning Session with Mayor and Commission – 9 AM -3 PM in Spring 2026

Angela Crist, Director, USF FIOG will lead the Commission in a facilitated strategic planning workshop. The FIOG proposes the following sample agenda:

- Welcome and Introductions
- Celebrating Success
- Treasures of Madeira Beach – *Individual Activity*
- Review of 2018 Vision. Mission, Guiding Principles, and Goals: Do they still resonate? – *Group Activity*
- Current State of Projects—*this would need either be a written report and/or a highlight of the projects*
- Commission “HOT TOPICS”—*open discussion for Commissioners to bring forward specific issues*
- Strategy vs Operational presentation by facilitator
- The year ahead – A “WORK” PLAN with priorities—*Group Activity*
- Wrap up and Next Steps

1.2 Report

The USF FIOG will provide the commission with a report on the activities and outcomes of the day no later than 2 weeks following the session.

DATE AND LOCATION

Specific Date TBD with Mayor and Staff

9:00 AM – 3:00 PM

Specific Location TBD

INVESTMENT

Based on the scope and expected deliverables, the estimated cost to complete the proposed deliverables is: \$3,500 which is inclusive of pre-planning meetings, “day of” facilitation, written summary report, travel and printing.

ADDITIONAL INFORMATION

PROJECT TEAM – PERSONNEL

Angela Crist, MPA, serves as the Director of the USF FIOG. Ms. Crist has a proven track record as a high energy, results driven leader recognized for innovative strategies and tactics. Her excellent problem solving and customer- oriented focus have created value and managed client expectations to obtain mutual benefit. With over 15 years of experience, Angela has built and led new department or groups with related staff training and mentoring to attain long-term business goals. She has consistently achieved positive results by motivating and leading organizations to identify, develop and capitalize on business opportunities by forging alliance across organizational boundaries. Her professional affiliations include Florida City and County Management Association, Florida League of Cities, Florida Association of Counties, USF Alumni Association, USF Area Community Civic Association, and Leadership Tampa Bay Alumni Association.

Robyn Odegard, MA, serves as the Program Planner Analyst with the Florida Institute of Government at USF. In this role, she serves as project manager, program manager, and research administrator. Robyn holds certifications as a Certified Associate in Project Management (CAPM) from the Project Management Institute and CRA USF-ADVANCED certification from USF Research and Innovation. She received her MA in Political Science from the University of South Florida and a Post Masters Graduate Certificate in Higher Education Leadership from the University of South Florida.

Brittany Tibbett, BA, serves as the Marketing as Communications Coordinator for the USF Florida Institute of Government. She works with clients to strategize and transmit messages clearly and effectively to audiences ready to receive them. She gained certification from USF in Digital Marketing and has a background in program management, public relations and event planning. She received her BA in Journalism from UNC-Chapel Hill.

Iris Lage brings over 15 years of service to the FIOG, where she currently serves as the Department Operations Manager. In this role, she manages the daily operations and fiscal management of the Institute. Iris holds a CRA-Advanced certification from USF Research and Innovation and she earned her Certified Tax and Business Consultant degree in Germany.

BRIEF DESCRIPTION OF ORGANIZATION

The John Scott Dailey Florida Institute of Government (FIOG) was created by the Florida Legislature in 1980 and subsequently designated as a Type I Institute by the Florida Board of Regents. The institute fulfills its statewide mission through a consortium of six (6) affiliate program offices located at the Florida State University, the University of Florida, the **University of South Florida**, the University of Central Florida, Florida Atlantic University, and Florida Gulf Coast University.

The FIOG at USF works directly with all USF faculty, staff and practitioner's university-wide to bring their expertise to our clients. All of our USF faculty, staff and practitioners are highly qualified and provide top notch services in a variety of critical areas including developing and implementing training and research programs, services, and grant and contract administration activities involving federal, state, and local governments, non-profit organizations, and the private sector.

In January 2013, the School of Public Affairs (SPA) at the University of South Florida (USF) was created to merge the graduate programs in Urban and Regional Planning and Public Administration, as well as **the John Scott Dailey Florida Institute of Government**. The faculty consists of interdisciplinary group of

scholars and former practitioners who share a common commitment to student learning, top-notch scholarship and applied community engagement.

The School's John Scott Dailey Florida Institute of Government (FIOG) provides training and technical assistance to local and state government officials, volunteers and the general public on a wide range of topics, such as team building, strategic planning, goal setting and effective communication. The FIOG partners University professionals from a variety of disciplines with organizational leaders charged with solving specific local issues to identify, evaluate and implement effective solutions. For the purposes of this project.

OUR SERVICE CAPABILITIES

The John Scott Dailey Florida Institute of Government (FIOG at USF) works directly with all USF faculty, staff and practitioner's university-wide to bring their expertise to our clients. As part of a regional structure for enhanced relationships, the FIOG serves government and non-profit entities within a 9- county region including Hardee, Hernando, Highlands, Hillsborough, Manatee, Pasco, Pinellas, Polk and Sarasota.

With over 25 years of experience in the local community, the Florida Institute of Government at the University of South Florida has a vast history of helping government and non-profit entities through visioning and strategic planning processes, offering and coordinating trainings, technical assistance, and applied research projects for the local community. Since 1995, the institute has conducted approximately 24,793 workshops and conferences statewide in Florida—an average of 2,749 per year. Also, during this same time, approximately 580,685 participants, the large majority of whom represent officials and employees from local government in Florida, have attended programs resulting in over 2.6 million professional contact hours. The institute has also conducted an estimated 1,190 technical assistance and applied research projects, an average of 119 annually.