

PROPOSAL

CITY OF DEBARY COMMUNITY VISIONING & STRATEGIC PLANNING/GOAL SETTING

The Florida Institute of Government at the University of Central Florida (IOG) will conduct a community visioning program for the City of DeBary that will consist of three stakeholder workshops and a one-day strategic planning/goal setting workshop for the City Council and senior staff.

Stakeholder Workshops

Ms. Marilyn Crotty, director of the IOG, will design and facilitate three informal meetings where residents, the business community, civic and religious organizations, and other community stakeholders can share their hopes and aspirations for the future of the city. During these three-hour workshops, participants will: identify the treasures and values they think are significant for the community; explore needs and opportunities that will enhance the city; and provide input to the City Council and staff as they develop a strategic plan for DeBary. The meetings will be held on a variety of dates and times to accommodate as many people as possible.

The IOG will provide the following for each workshop:

- Facilitator
- Agendas
- Participant worksheets
- Evaluation forms for participant completion
- Written report of the findings

In addition, the IOG will consult with the City on its outreach and promotional efforts to encourage broad citizen involvement.

The City will be responsible for:

- Providing appropriate facilities
- Refreshments (if desired)
- Promotional activities and invitations
- Nametags

Strategic Planning/Goal Setting Workshop

Following the community workshops, this one-day session will give the City Council and senior staff an opportunity to identify key issues affecting the city; determine goals and objectives to address these issues; and establish priorities for implementation. The morning activities will set the stage by reviewing internal and external forces that may affect the city. The afternoon activities will specify broad areas of concern and strategic issues to implement. While both elected and appointed officials will participate in most of the discussion, it will be the role of the elected officials to select the priorities and give staff direction for their implementation.

Proposed Agenda

8:30 a.m.

Continental Breakfast (optional)

9:00 a.m. - 12:00 noon

Welcome and Introductions

Visioning - Report from Community Workshops

Environmental Scan (legal/political, socio-cultural, economic, technological, competitive)

S.W.O.T. Analysis (strengths, weaknesses, opportunities, threats)

12:30 - 1:00 p.m. Lunch

1:00 p.m. - 4:00 p.m.

Issues Identification

Establish Goals

Determine Objectives

Set Priorities

This proposed agenda can be adjusted to meet the time frame the city would like to use. The city will be responsible for providing an appropriate facility and any food service desired.

As facilitator, Marilyn Crotty will be responsible for leading the group through this planning process. She will make sure that the time frame is adhered to and that all participants have appropriate input during the day. Within three weeks after the session, she will prepare and deliver a final report on the findings of the workshop.

The fee for the entire visioning program is \$3,750. The fee includes consultations with staff prior to the workshops, facilitation services, materials, travel and a final report. If the city reduces the number of workshops to two, the fee will be \$3,000.

12443 Research Pkwy, Ste. 402, Orlando, FL 32826-3282
407.882.3960 • fax 407.882.3968 • www.iog.ucf.edu

