**Strategic Planning / Community Workshop**

### Warm-Up Activity

#### Celebrating Treasure Island’s 5-Year Successes and Strengths:

Welcome! Please enjoy coffee and add a 5-year **success** or **strength** we can celebrate, on the flipcharts at the front of the room:

- **Community** (tourism, business, recreation)
  - Goal 8: Rejuvenate the City’s business and tourist areas.
- **Environmental** (beaches, neighborhoods, parks)
  - Goal 4: Preserve, protect, and promote the City’s beach.
  - Goal 5: Closely manage the intensity of redevelopment consistent with the character and scale of the community.
  - Goal 7: Preserve the City’s unique and high-quality neighborhoods.
- **Infrastructure** (facilities, parking, seawalls, sewer, roads, etc.)
  - Goal 2: Create and maintain functional and cost-effective City facilities and grounds to serve the needs of the community.
  - Goal 3: Proactively maintain and improve infrastructure that meets the future needs of the City.
- **Financial** (funding, grants, rate structure, operational efficiencies)
  - Goal 1: Strengthen the financial stability of the City in an ever-changing economic environment
  - Goal 6: Hire, develop, support and retain a diverse workforce that is focused on customer service and delivering high quality services to the City.
- **Other**

### Welcome and Objectives

- Welcome: **Garry Brumback, City Manager, City of Treasure Island**
- Session Objectives and Collaborative Process: **Collaborative Labs Team**
- We will invite Participants to share 5-Year Strengths and Successes we can celebrate and leverage as we launch into building our next 5-Year Strategic Plan!

### Envisioning our 2025 Ideal Future & Goals

We will deploy into teams to envision the City of Treasure Island’s Ideal **2025 Vision**.

 Teams will reference and refresh The City of Treasure Island’s current Vision, Mission and Values as they develop compelling magazine covers that describe our **Overarching Ideal 2025 Vision** as a main headline. Additionally, teams will create three “sub-headlines” that describe **2025 Strategic Goals for the City of Treasure Island** that enable the realization of our vision in any of the following strategic areas:

- **Community** (tourism, business, recreation)
- **Environmental** (beaches, neighborhoods, parks)
- **Infrastructure** (facilities, parking, seawalls, sewer, roads, etc.)
- **Financial** (funding, grants, rate structure, operational efficiencies)
### 10:00am – 12:00pm (cont’d)

We will reconvene as a full group to review each team’s magazine cover and we will synthesize and prioritize the City of Treasure Island’s 2025 **Vision and Goals**.

We will also hear highlights and next steps before we thank our Board Members, elected officials and community members for their important part in creating a compelling 5-Year plan that will ensure the City of Treasure Island’s greatest impact on our community.

### 12:00pm – 12:30pm

**Break for Lunch**

Board members, elected officials and community members will be invited to stay for a brief lunch before adjourning for the day.

### 12:30pm – 3:00pm

**Building our Bold Action Plan to Mobilize our 2025 Vision & Goals**

City Teams will “self-select into one of the Strategic Areas and will begin building the first iteration of our Bold Action Plan, including:

- Objectives/1-Year Bold Actions/Champions/Success Metrics/Timeline for each area:
  - Community *(tourism, business, recreation)*
  - Environmental *(beaches, neighborhoods, parks)*
  - Infrastructure *(facilities, parking, seawalls, sewer, roads, etc.)*
  - Financial *(funding, grants, rate structure, operational efficiencies)*

Wrap-Up and Next Steps: We will close a productive day with highlights from the City Manager and next steps for success!

### City of Treasure Island’s Current Vision, Mission and Values

- **Vision:** Treasure Island...Where Charm meets contemporary.
- **Mission:** We are dedicated to being good fiscal and environmental stewards of our community, while providing responsive, high-quality public services to meet the needs of our residents, business owners and visitors today and tomorrow.
- **Values:**
  - **Fairness:** We make decisions that in in the public’s best interest through objectivity and impartiality.
  - **Integrity:** We will be guided by strong ethical principles and conduct ourselves in an honest and transparent way.
  - **Proactivity:** We are proactive in preparing for the future.
  - **Respect:** We treat our community with mutual respect and sensitivity, recognizing the importance of diversity, by valuing all contributions.
  - **Responsiveness:** We are accessible and adaptive to the needs to our community.

### Helpful Strategic Planning Definitions

- **Vision:** An **aspirational description** of what we want to achieve in the future.
- **Goal:** An observable and measurable **end result** achieved within a specific timeframe.
- **Strategy:** A method or plan chosen to bring about a **desired future**, such as an achieving a goal.
- **Objective:** A **detailed action** by which a strategy is carried out.
- **Success Metric:** A **number** or **quantity** that records a directly observable value.
- **Champion:** Person willing to **accept responsibility** for the implementation of a goal, strategy and/or tactic.