Overview of Upcoming Strategic Planning Process

RECOMMENDED ACTION:

Council REVIEWS the Strategic Planning agenda and provides any additional direction.

DISCUSSION:

The purpose of strategic planning is to anticipate the future, envision what the organization must become in order to operate effectively within that future, and make plans for moving the organization from what it is to what it needs to become for future success. The Strategic Plan identifies strategic issues, establishes broad goals, and states general priorities.

Last year the strategic planning effort created organizational priorities on a citywide basis for the Fiscal Year 2015-2017 time period. The City Council annually reviews and updates the City’s Strategic Plan and this year is the midterm review.

The City’s Mission Statement is:

Create an unsurpassed quality of life for our residents and guests by providing superior public safety, exceptional service and outstanding amenities that will further enhance our image as a prestigious community and international resort destination.

The current City Goals are:

- Create a Ten-year Financial Strategy
- Encourage and Expand Economic Development Opportunities
- Create a Flood Mitigation Plan with Community Partners - On hold
- Beautify the Highway 111 Corridor
- Create a City Communications Plan - Completed

The Council also identified two Action Plans

- Strengthen Contract Administration
Provide Property Owner Privileges to Lessee’s Through a Resident Identification Card - **Completed**

**The 2016 Strategic Planning Process:**

Strategic planning, goals and action plans have been critical to the continuing success of the City of Indian Wells. The goals are incorporated into the budget and the strategic plans of all of the operating departments. This year’s process will provide an opportunity for Council to review progress on existing goals and provide any course correction necessary. The Council identified several additional strategic issues for discussion at the Strategic Planning Workshop.

The Strategic Planning Workshop will begin at 9:00 on January 27, 2016 at the Indian Wells Golf Resort. The day will begin with welcome, introductions and an opening exercise. The agenda will deal first with the current goals and move on to strategic issues throughout the day. City staff will provide background and support information for each of the items and focus the discussion on the areas, which need additional City Council direction.

**Draft Agenda**

- Welcome
- Introductions
- Public Comment
- Communications Exercise
- Current Goals
  - **Ten-Year Financial Strategy.** Review the City’s long-term financial position in order to identify the revenue necessary to maintain the high quality standards of Indian Wells.

  - **Encourage and Expand Economic Development Opportunities.** The City’s economic development strategy includes tourism, business retention and business development. Council will discuss property development strategies for the privately owned vacant sites; streamlining the entitlement process, and the use of incentives.

  - **Beautify the Highway 111 Corridor.** The City has an Art in Public Place program. This goal will explore art in public places options, including a project at Highway 111/Cook Street.

  - **Strengthen Contract Administration.** Staff will report on the City’s contract process.
City Council Strategic Issues

- **Parking.** The Council will discuss parking as it relates to the Indian Wells Resort Campus, and consider adding the issue as a City goal.

- **Fiscal Procedures.** The Council will consider additional efficiencies in financial procedures.

- **LLMD’s - Mid Valley Pipeline.** The Council will review the concept of connecting more LLMD areas to the Mid Valley Pipeline, and consider adding the item as a City goal.

- **Pavilion Restrooms.** The Council will discuss the potential of adding restrooms to the IWGR Pavilion, and consider adding the construction as a City goal.

- **Policy regarding Council Members placing items on the agenda.** The Council will discuss current policy and potential changes.

- **Indian Wells Golf Resort (IWGR) Strategic Plan.** The Council will review the IWGR goals and Troon’s strategy to accomplish them.

City staff will take the information generated by the City Council and craft goal statements and action plans as needed. Action plans will identify key steps of each program/project including target dates and responsible departments. Topics will be scheduled for an upcoming meeting to take official action.

**FISCAL IMPACT:**

While adopting City Goals creates a financial impact in that the City is committing to moving certain projects forward, there is no specific expenditure related to this planning effort.