



*To Build a reality  
based on OUR dreams*



## STRATEGIC PLAN ▾ 2020-2025





**Beginning in the summer of 2018**, the City of Lake Worth Beach embarked on the development of a formal Strategic Plan to work hand-in-hand with the City's Comprehensive plan and annual budget. The resulting *mission, vision, core values, and strategic priorities/pillars* will be our dynamic roadmap to achieve a vibrant and sustainable future.

The Strategic Plan is our framework for making critical policy and budgetary decisions about investing resources **TODAY** in order to maximize performance in the **FUTURE** by:

- Setting priorities
- Focusing energy and resources;
- Strengthening operations;
- Ensuring employees and stakeholders are working toward common goals;
- Establishing benchmarks, intended outcomes, and measurable results; and
- Assessing adjusting the City's direction in response to a changing environment.



# STRATEGIC PLAN

CITY OF LAKE WORTH BEACH

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## Mission Statement

The City of Lake Worth Beach is a City of Neighborhoods committed to provide the highest quality of public service through a commitment to integrity, hard work and a friendly attitude. Through mutual collaboration and inclusion of the residents and the business community, we will foster safer neighborhoods, encourage community pride, build a vibrant and diverse economy, plan thoughtfully for the future, and preserve and enhance our natural, historical and cultural environment.



## Vision Statement

## Lake Worth is...

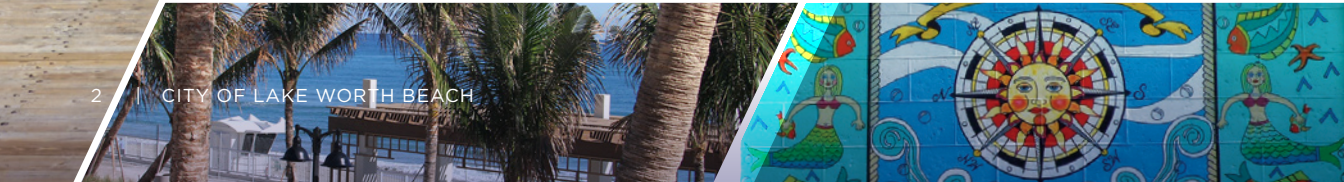
**B**old & Beautiful

**E**xciting & Enthusiastic

**A**mbitious & Artsy

**C**ompassionate & Confident

**H**OME





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## Core Values



### Team Work

**“Team work makes the dream work”.** A group of people coming together to accomplish a common goal/dream. Working together; sharing a commission vision, using clearly defined goals and objectives to achieve a goal.



### Ethics

Doing the right thing at the right time for the right reason. Supporting the code of interpersonal behavior/norms considered right or acceptable in society.



### Accountability and Transparency

Responsibility for results. Accepting and admitting to mistakes and failures = Growth without fear and by developing a culture of openness.



### Commitment to Innovation and Excellence

Embracing new technologies and ideas to improve our community within a diverse workforce.



### Honesty and Integrity

Be authentic; transparent. A refusal to lie, steal, or deceive in any way. Strong moral principles.



# STRATEGIC PLAN

CITY OF LAKE WORTH BEACH



## PILLAR ONE



### POSITIONING LAKE WORTH BEACH TO BE A COMPETITIVE VIABLE LOCATION OF CHOICE

- A.** Ensure effective economic development incentives and zones
- B.** Adopt and implement clear, concise, consistent, predictable and unified rules, regulations and processes
- C.** Optimize business district traffic patterns and parking assessments
- D.** Foster the assessment and planning for City owned assets including beach, golf and marina
- E.** Provide superior public amenities and services to retain existing and entice new residents and businesses

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*Our Dreams*

## PILLAR TWO



### STRENGTHENING LAKE WORTH BEACH AS A 'COMMUNITY OF NEIGHBORHOODS'

- A.** Diversify housing options
- B.** Continue crime reduction and prevention in achieving a safe, livable and friendly community
- C.** Sustain infrastructure investments
- D.** Preserve the character and protect historic resources
- E.** Deliver sustainable indoor-outdoor leisure opportunities (Parks and Open Spaces)
- F.** Collaborate with schools to foster rich, diverse and culturally enriching educational opportunities for all

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## PILLAR THREE



### CELEBRATING THE UNIQUE, HISTORICAL, COASTAL AND CULTURAL DIVERSITY OF THE CITY

- A.** Expand branding and marketing outreach as the central Palm Beach County location for 'Live, Learn, Work and Play' within a culturally diverse, artistically vibrant, historically authentic, and intrinsically Old Florida Beach Community
- B.** Preserve, Restore, Repurpose, and Activate Historic City Owned Assets
- C.** Encourage tourism by increasing options for visitors to stay and experience the city
- D.** Inspire arts and culture through City events and programs

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## PILLAR FOUR



### NAVIGATING TOWARDS A SUSTAINABLE COMMUNITY

- A.** Achieve economic and financial sustainability through a versatile and stable tax base
- B.** Focus on technology innovations to support sustainable development, improve resilience, meet residents' expectations and attract investment, new business and talent
- C.** Facilitate environmental sustainability through infrastructure investments, environmental resiliency, capital improvement planning, training, and regional partnership and planning
- D.** Influence the supply and expansion of jobs
- E.** Ensure facility placement, construction and development that anticipates and embraces the future
- F.** Support and improve emergency preparedness to build resiliency and ensure recovery from natural and manmade disasters



# STRATEGIC PLAN

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## PILLAR FIVE



### AFFIRMING GOVERNMENT FOR ALL

- A.** Ensure effective, efficient, consistent and seamless services that exceed customer expectations
- B.** Establish a workplace culture of high performance, continuous improvement, and human-centered innovation that encourages employee growth and collaboration
- C.** Strengthen state of the art, standardized, and repeatable processes
- D.** Maximize technology to enhance efficiency, productivity, security and convenience
- E.** Support and foster an environment of inclusion and social consciousness