



City of Destin Strategic Plan

VISION 2035

DESTIN is a FAMILY ORIENTED BEACH AND FISHING COMMUNITY WHERE PEOPLE WANT TO LIVE, WORK & PLAY and where GUESTS ARE WELCOMED TO RESPECTFULLY ENJOY OUR COMMUNITY AND ITS RESOURCES.

PRIORITIZED KEY CUSTOMER GROUPS:

1. Year-Round Residents
2. Destin Based Businesses
3. Visitors

STRATEGIC FOCUS 2025

- ◆ Public Beach Acquisition Initiative
- ◆ Transparent and Equitable governance
- ◆ Financially Sound City Providing Service Value
- ◆ World Class Beach, Fishing, and Harbor
- ◆ Improved Mobility and Connectivity
- ◆ High Quality of Life and Safety for Residents
- ◆ Quality Development and Revitalization through clear vision and unified approach

POLICY OBJECTIVES FY2020

TOP 10 PRIORITY

- ⇒ Complete alignment of Comprehensive Plan and Land Development Code (LDC)
- ⇒ Construct portion of roadway to Norriego Point
- ⇒ Crosstown Connector - revise .4 mile plans to specify a two-lane roadway & two-lane row acquisition
- ⇒ Destin High School (City's Role)
- ⇒ Feasibility for a Pier in Destin
- ⇒ Parking garages/ Parking options
- ⇒ Calhoun Ave MUT- Phase II Design & Construction (under Marler Bridge)
- ⇒ Acquire gulf-front parkland for residents & visitors
- ⇒ Short Term rentals compliance with regulations
- ⇒ Underground Utilities

MANAGEMENT OBJECTIVES FY20

TOP PRIORITY

- ⇒ Balance staffing resources with expectations
- ⇒ Align Comp Plan with Land Development Code
- ⇒ Acquire and deploy comprehensive municipal management software along with required training
- ⇒ Seek out funding sources for Beach Acquisitions
- ⇒ Establish Park Foundation to assist with acquisitions, renovations and maintenance
- ⇒ Develop and implement processes for consistent and streamlined application of Codes and Procedures
- ⇒ Implement Code Enforcement Compliance Plan

MANAGEMENT IN PROGRESS 2020-2021

- ◇ **Align Comp. Plan, FLUM and LDC (CD)**
- ◇ **Harbor Capacity Study (USACE) (CD)**
- ◇ **Implement proactive Code Compliance program (CC)**
- ◇ **Memorialize institutional knowledge. (ALL DEPTS)**
- ◇ **Produce city facilities and city infrastructure plans (PS)**
- ◇ **Monitor Restore Act grants. (CM)**
- ◇ **Impact Fee Study (CD)**

MAJOR PROJECTS FY20-23

- ◇ **Development software implementation (CD/IT/PS/Fin/Code)**
- ◇ **Airport Road Safety Improvements—LAP Project (PS)**
- ◇ **Construct Capt. Royal Melvin Heritage Park (PR/CM)**
- ◇ **Renovate Clement Taylor Park (PR/CM)**
- ◇ **Redevelop Joe's Bayou Recreation Area. (PR/CM)**
- ◇ **Norriego Point Phase III—Recreation Components (PS)**
- ◇ **Calhoun Ave MUT—Phase I Construction (Zerbe) (PS)**
- ◇ **Calhoun Ave MUT—Phase II Design & Construction (under Marler Bridge) (PS)**
- ◇ **Stormwater Improvements (Cross St, Calhoun Ave) –NFWF Project (PS)**
- ◇ **Beach Street Reconstruction/Resurfacing (PS)**
- ◇ **Implementation prioritized Stormwater Improvements based on the Stormwater Masterplan. (PS)**