

**ADOPTED CONDENSED DESTIN STRATEGIC PLAN SUMMARY for FISCAL YEAR 2023**

**VISION 2035:** DESTIN IS A FAMILY- ORIENTED BEACH AND FISHING COMMUNITY WHERE PEOPLE WANT TO LIVE, WORK & PLAY AND WHERE VISITORS ARE WELCOMED TO RESPECTFULLY ENJOY OUR COMMUNITY AND ITS RESOURCES.

**PRIORITIZED CUSTOMER GROUPS**

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

**CORE VALUES:**

Transparency  
Teamwork Integrity  
Professionalism  
Stewardship Respect

**PRIORITIZED STRATEGIC GOALS (Adopted March 7, 2022)**

- I. Financially sound city providing service excellence**
- II. Enhanced quality of life and safety for families**
- III. Economic development and revitalization**
- IV. Effective, efficient, and aesthetically pleasing infrastructure**
- V. Improve mobility and connectivity**
- VI. A green and sustainable environment**

**SECTION 1: ADOPTED COUNCIL OBJECTIVES FOR FY2023.**

**CRITICAL PRIORITIES**

- 1.1 Offer livable wages & benefits to attract and maintain high caliber, qualified staff (I.)
- 1.2 Work with stakeholders to pursue the Destin City Center (Phase 1 Feasibility Study), (II., III.)

**IMPORTANT PRIORITIES**

- 1.3 Complete two-lane Crosstown Connector (II., V.)
- 1.4 Public Beachfront acquisition initiative (II., III., IV., VI.)
- 1.5 Underground Utilities (II., IV., VI.)
- 1.6 Stahlman/US 98 pedestrian and vehicle improvements in cooperation with FDOT (II., V.)

**DESIRABLE PRIORITIES**

- 1.7 Annexation of unincorporated enclaves (I.)
- 1.8 Transit/Trolley system (V.)
- 1.9 City Marina (Phase 1 Feasibility Study), (III, V.) \* Funding in FY2024
- 1.10 Improve parking, explore options (i.e., parking garage, surface parking), (V.)
- 1.11 Beach Re-nourishment, planning & scheduling in partnership with the County & State. (II., VI.)

**SECTION 2: MANAGEMENT OBJECTIVES FY2023**

2.1 Keep resources (Staff, Time, Money) aligned with the adopted Strategic Plan and the adopted budget when asked/directed to reprioritize tasks and/or projects.

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2.2 Research/track grants and other funding sources for current and future projects including “Undergrounding Utilities,” and “Land Acquisitions.”

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- 2.3 Present a policy recommendation for property annexation to Council by 2/1/23. (CD)
- 2.4 Develop and implement processes improvements for consistent and streamlined application of ordinances, codes, policies and procedures;
- ...
- 2.5 Improve communication and information sharing with Council/Public/Staff. (PIO, Et al)
- ...
- 2.6 Ensure volunteer committees complete their workplans and obtain council approval for each. (CLK)
- 2.7 Review and update departmental Key Functions/Services by December 1<sup>st</sup>, 2022. (CMO/Et al)
- 2.8 Receive an “unmodified” (good) audit opinion for FY-2022.
- 2.9 Implement Council approved Harbor Capacity Study recommendations by established due date. (CD)
- 2.10 Establish Park Foundation to assist with acquisitions, renovations and maintenance. (P&R)
- 2.11 Work with the County/State to have derelict vessels removed within 120 days of reporting. (CMO)

### **SECTION 3: MANAGEMENT IN PROGRESS FY23-27**

- 3.1 Memorialize institutional knowledge OPR: HR (I.)
- 3.2 Plan for renewal and replacement of city facilities and infrastructure OPR: PW (I., IV.)
- 3.3 Monitor & Manage current grant & funding awards. OPR: GPC (I.)
- 3.4 Find and secure new funding opportunities for city services and city projects OPR: GPC (I.)
- 3.5 Complete Land Development Code (LDC) revisions OPR: CD (I.)
- 3.6 Develop/Implement Wayfinding Program; Improve the City’s gateways-OPR: CD (II., IV.)
- 3.7 Implement a pavement management program OPR: PW (II., IV.)
- 3.8 Provide orientation and key training to Board and Committee members OPR: CLK (I)
- 3.9 Improve sidewalks (wider, more walkable) OPR: PW (II., IV.)
- 3.10 Redevelopment (Update CRA’s Master Plans) OPR: CD (III.)
- 3.11 Re-establish Environmental Committee OPR: Code (VI.)

### **SECTION 4: MAJOR PROJECTS FY 2023-2027**

- 4.1 Implement and Manage COMPASS software (In Progress)
- 4.2 Harbor Capacity Study (USACE) (In Progress) (III., VI.)
- 4.3 Land Development Code revision (In Progress) (II., III., IV., V., VI.)
- 4.4 Impact Fee Study (In Progress) (I., II., III., IV., V., VI.)
- 4.5 Building Permit Fee Study (In Progress) (I.)
- 4.6 Develop and implement the Mobility Plan and associated Fees (I., II., V.)
- 4.7 Update Business Tax Receipts (BTR) Fee Schedule and processes (In Progress) (I.)
- 4.8 Research Stormwater Utility options and Funding (II., III., VI.)
- 4.9 Construct Capt. Royal Melvin Heritage Park (In Progress) (II., VI.)
- 4.10 FDOT Median Improvement project (In Progress) (IV.)
- 4.11 Norriego Point Park improvements Phase III - Recreation Components (Pending GSD Roadway extension)
- 4.12 Renovate Clement Taylor Park (Pending Funding) (II., VI.)
- 4.13 Redevelop Joe’s Bayou Recreation Area (In Progress) (II., VI.)
- 4.14 Continuity of streetlights/Conversion to LEDS (In Progress) (II., VI.)
- 4.15 Implement prioritized stormwater improvements based on the *Stormwater Master Plan* (In Progress) (II., V., VI.)
- 4.16 Linear Park: (In partnership with FPL) Secure additional funding, complete design, secure required easements, construct phase 1 Mattie Kelly Blvd to 98 Palms (In Progress) (II., VI.)
- 4.17 Pickleball Courts: Secure additional funding, acquire land, complete design and construct (II., VI.)