



City of Hollywood
**STRATEGIC FOCUS
AREAS AND GOALS**



June 27, 2024

STRATEGIC FOCUS AREAS AND GOALS

Goals lead to Objectives, which in turn lead to deliverables, action items, and performance measures. Accordingly, each Goal is supported by one or more Objectives that contribute toward achieving the Goal. The Objectives represent actionable steps that assist the City Manager’s Office to oversee departmental activities, ensuring alignment with the Vision and Mission Statements set forth by the Hollywood Commission.



COMMUNICATIONS AND CIVIC ENGAGEMENT

We provide a broad range of services and programs to our stakeholders. It is important to us that we keep them informed and actively engaged to maximize the impact of our shared interactions.

GOALS

- ★ Increase public awareness, understanding and involvement in City services, programs, initiatives, and events.
- ★ Promote Hollywood as a thriving and inviting city for residents, visitors, and businesses.
- ★ Facilitate two-way communication between the city and the people it serves.
- ★ Enhance transparency and public access to information.



ECONOMIC VITALITY

We know that the local economy is not just about jobs. It’s about staying competitive in the marketplace so businesses can grow and form strong relationships with the community.

GOALS

- ★ Expand the City’s tax base by facilitating property redevelopment.
- ★ Support the growth of mixed-use districts, vibrant commercial corridors, and activity centers.
- ★ Cultivate the expansion of tourism, trade shows, business conferences and special events.
- ★ Promote the growth of small businesses and high-wage industries by preserving key economic hubs and maximizing workforce readiness.



EMPLOYEE DEVELOPMENT AND EMPOWERMENT

We will align our employees and resources with this Strategic Plan and ensure they are continuously growing while being healthy, well trained, and engaged.

GOALS

- ★ Improve communication and cooperation among City departments.
- ★ Recruit and retain a qualified and engaged workforce.
- ★ Provide employee training opportunities aimed at continual improvements in service delivery.
- ★ Strengthen the safety, security, and health of City employees.



FINANCIAL MANAGEMENT AND ADMINISTRATION

We must ensure that our finances and general administration activities are well managed. Being accountable in these areas will ensure Hollywood's financial sustainability.

GOALS

- ★ Maintain a sustainable City budget.
- ★ Cultivate a culture of continuous improvement and leverage technology to optimize operational efficiency.
- ★ Provide professional administration of City services.
- ★ Maximize revenue sources through proactive grant pursuit and exploration of new opportunities.



INFRASTRUCTURE AND FACILITIES

Every day, we depend on having reliable infrastructure and facilities for the well-being, economic prosperity, and overall sustainability of our city. We must be ready to balance the demands of our aging infrastructure with the need to accommodate growth.

GOALS

- ★ Promote investment in capital improvements.
- ★ Enhance the mobility of people and goods by upgrading the transportation infrastructure.
- ★ Ensure that existing infrastructure remains functional, meets current standards, and can adapt to changing needs or technological advancements.
- ★ Develop and implement strategies to improve the sustainability and resilience of municipal and privately-owned infrastructure.





PUBLIC SAFETY

Public safety is a critical aspect of a thriving and healthy community. Quality law enforcement and reliable emergency services are among our top priorities to ensure a strong foundation for future growth.

GOALS

- ★ Provide effective law enforcement to ensure the health and safety of residents, businesses, and visitors.
- ★ Provide quality emergency medical services at a reasonable cost.
- ★ Enforce compliance with building codes.
- ★ Enhance citywide business continuity and community preparedness for emergencies, disasters, and unexpected events.



QUALITY OF LIFE AND STRONG NEIGHBORHOODS

Realizing that “quality of life” means different things to different people, we believe it starts with providing services that are responsive to the needs of our residents and businesses.

GOALS

- ★ Enhance housing investments, affordability, and sustainability.
- ★ Hold property owners to reasonable standards of maintenance.
- ★ Provide programs and services to improve the well-being of residents.
- ★ Enhance the sustainability, resilience, and improvement of natural environments, the public right-of-way and other City-owned property.

SPECIAL THANKS TO OUR STAKEHOLDERS

Thank you for your valuable input and participation throughout our strategic planning process.



THE PUBLIC



THE CITY COMMISSION



OUR CITY STAFF



Back Row (from left to right): Douglas R. Gonzales, City Attorney; Vice Mayor Linda Hill Anderson, District 2; Idelma Quintana, District 6; George R. Keller, Jr., City Manager;
Front Row (from left to right): Kevin Biederman, District 5; Caryl Shuham, District 1; Mayor Josh Levy; Traci Callari, District 3; Adam Gruber, District 4

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