



City of Hollywood

Hollywood City Hall
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Hollywood, FL 33020
<http://www.hollywoodfl.org>

Legislation Text

File #: R-2024-159, **Version:** 1

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Establishing A Mission And Vision And Approving A Citywide Strategic Plan.

Communications & Civic Engagement

Staff Recommends: Approval of the attached Resolution.

Explanation:

On January 15, 2020, the City Commission adopted the City's current Strategic Plan. Recognizing the importance of reviewing, and if necessary, updating the Strategic Plan on a routine basis, the City Commission held an initial Strategic Plan Workshop on February 23, 2023. Subsequent to this Workshop, the City Commission held a follow up session with The Whitehouse Group on May 17, 2023. On October 4, 2023, the City Commission approved the next steps to finalizing the City's Strategic Plan update. These steps included collecting information from residents via a public outreach survey and then conducting a Commission Workshop (subsequently held on January 22, 2024) to share the results of the survey and update/refine the Mission and Vision Statements, Core Values, and Strategic Focus Areas.

On May 15, 2024, The Whitehouse Group presented a proposed Vision Statement, Mission Statement, Core Values, as well as refined 28 goals under seven Strategic Focus Areas. While the City Commission supported the refined 28 goals and seven Strategic Focus Areas, direction was given to further hone the Mission Statement, Vision Statement, and Core Values. As a result of this effort, City staff propose two options each for consideration on a proposed Mission Statement and Vision Statement, and a proposed set of Core Values.

Vision Statement:

- Option 1: A thriving city by the sea, founded on economic opportunity, diversity, and innovation.
- Option 2: A thriving city that harbors innovation and fosters a sustainable community

Mission Statement:

- Option 1: To provide a thriving environment that embraces innovative and sustainable practices to enhance the quality of life for everyone, nurturing a prosperous community.
- Option 2: To build a sustainable and innovative city that provides quality living and fosters a healthy environment where everyone can thrive.

Core Values:

We Advocate Innovation

We Cultivate Trust

We Prioritize Accessibility

We Champion Resiliency

We Embrace Sustainability

Fiscal Impact:

Approval of this Resolution will not fiscally impact the City.

Recommended for inclusion on the agenda by:

Adam Reichbach, Assistant City Manager for Finance and Administration

Jonathan Antista, Director, Office of Budget and Performance Management

Beatriz Sandoval, Performance and Accountability Officer