

City of Lake Butler, Florida

Economic Development Strategic Plan

Goals and Objectives

Introduction

The City of Lake Butler has developed an economic strategic plan that will continually change as it adapts the needs and desires of the community. The goals and objectives represent the outcome of discussions by the City Commission, three public hearings involving the public, and a touring work session with the Department of Economic Opportunity. The City Commission will continue to review these goals and objectives as they strive to promote the City as a highly desired place to live, raise a family, and to do business. From the results of the various discussions, the City Commission and the Department of Economic Opportunity has formulated those desired outcomes into five global and specific goals that directly relate to the mission and vision statements of the City: community of choice; value of economic opportunity; enhanced community amenities; maximize opportunities for social and economic development; attractive, sustainable, and secure environment.

The City of Lake Butler's economic development strategies are guided by its Mission and Vision Statement, which are founded on the basic values that guide all its actions and reflect what is expected from City employees and elected officials. The goals are comprehensive and formulated to support the long-term vision of the City of Lake Butler. They are expressed through a series of specific objectives.

The Economic Strategic Plan helps identify where the City Commission would like the City to be at some point in the future and defines how it is going to get there. By setting objectives to achieve those goals, a roadmap is created to provide a unified approach with the business community to achieve the Mission and Value Statements. The Strategic Plan also assists the City Commission in allocating resources to pursue the goals and objectives. These resources include operating funds, capital assets and human resources. At each stage the public can interact and be part of the annual planning process through public hearings. While each of the various components of a strategic plan is essential to its success, proper resource allocation is an important element to effectively achieve the vision of the City Commission.

This Economic Development Strategic Plan is made possible from a Competitive Florida Partnership Grant from the State of Florida Department of Economic Opportunity. In this grant program the Department of Economic Opportunity assists small local governments with developing an economic strategic plan.

City of Lake Butler, Florida

Economic Development Strategic Plan

Goals and Objectives

Goals and Objectives

GOAL – Community of Choice

Goal: Create and develop a pride of the historical value of Lake Butler

Objective: Obtain a comprehensive historical and architectural survey from the State of Florida Historical Preservation.

Objective: Create a historical district ordinance. **In process**

Objective: Obtain the designation as a Certified Local Government.

Objective: Create a walking tour of the historical area. **In process**

Objective: Obtain centennial signs for the historical homes and businesses.

Objective: Encourage the historical society to be involved. **completed**

GOAL – Economic Prosperity

Goal: Main Street America

Objective: Obtain a membership in the Main Street program.

Objective: Bring additional focus to the downtown area and the commercial district.

Objective: Evaluate the use of a part-time employee for this program to be able to secure and continue to bring in new business to the area.

Objective: Create another avenue for economic prospects to see and understand the opportunities in the City.

Objective: Advertise the unique ability to enter a business arena with low taxes and low government fees.

City of Lake Butler, Florida

Economic Development Strategic Plan

Goals and Objectives

Goals and Objectives

GOAL – Community Amenities and Quality of Life

Goal: Branding

Objective: Create an identity for the community which is creative, clever, and catchy. **completed**

Objective: Use the branded message on material and projects going forward. **completed**

Objective: Obtain the services of a marketing and/or graphic designer to assist. **completed**

Objective: Advertise the unique features of the City. **In process**

Objective: Foster a sense of identity and community pride. **In process**

GOAL – Attractive, Sustainable, and Secure Environment

Goal: Community Facilities Grant/Loan

Objective: Review new requests for construction of commercial businesses and find grants to assist.

Objective: Seek a grant to address paving of public works garage.

Objective: Research the desire of the community for lofts in the downtown area.

Objective: Develop a market rate apartment study.

City of Lake Butler, Florida

Economic Development Strategic Plan

Goals and Objectives

Goals and Objectives

GOAL – Attractive, Sustainable, and Secure Environment

Goal: Attractive Community

Objective: Monthly street sweeping of streets with curbs. **completed**

Objective: Improve the appearance of downtown. **In process**

Objective: Work regionally to extend the bike trail. **In process**

Objective: Work with FDOT to plant trees and shrubs along main street. **In process**

Objective: Develop a desire to improve store fronts.

Objective: Create a feature on the web site to fill empty store fronts.

City of Lake Butler, Florida

Economic Development Strategic Plan

Goals and Objectives

Goals and Objectives

GOAL – Social and Economic Development

Goal: Gateway signs

Objective: Locate the various sites for a gateway sign at the various entrances. **completed**

Objective: Create a consistent style and look in most of the locations.

Objective: Create a unique entrance sign at the entrance where the major highways cross.

Objective: Add flowers or decorative shrubs to enhance the signs.

Objective: Hire a contractor to install the signs.

Objective: Obtain an architect to draw the sign.

City of Lake Butler, Florida

Economic Development Strategic Plan

Goals and Objectives

Goals and Objectives

GOAL – Social and Economic Development

Goal: Social Environment

Objective: Review the acceptance of a Council of Churches

Objective: Monthly music concerts and create a music pavilion.

Objective: Develop a food truck war to bring people to the community.

Objective: Create increasing activity on the lake through festivals and competitions.

Objective: Develop a three on three basketball tourney in the park.

Objective: Create a beach volleyball tournament.

Goal: Economic Development

Objective: Square up the city limits and eliminate the county pockets within the city.

Objective: Annexation.

Objective: Establish a refreshment area along the trail for weary travelers.

Objective: Research hotel/motel lodging and secure a hotel chain.

Objective: Develop a training facility for youth to obtain the skill sets for the current business climate.

City of Lake Butler, Florida

Economic Development Strategic Plan

Goals and Objectives

Goals and Objectives

GOAL – Social and Economic Development

Goal: 4th Street as a mixed-use area for development

Objective: Obtain a planner to assist in the process.

Objective: Continue the sidewalk or repair in the area.

Objective: Eliminate blight in the corridor.

Goal: Infrastructure

Objective: Improve the wastewater system through grants.

Objective: Upgrade water meters.

Objective: Pave the streets after utilities are completed.

Objective: Install internet hot spots throughout the community.

City of Lake Butler, Florida

Statements

Vision Statement

To develop and grow as a rural community of choice that recognizes the value of economic prosperity in the pursuit of enhanced community amenities and quality of life.

Mission Statement

The City of Lake Butler will maximize opportunities for social and economic development while retaining an attractive, sustainable, and secure environment for the enjoyment of the residents and visitors.

Value Statement

Integrity: Communicate openly and honestly, build relationships based on trust, respect, and caring.

Innovation: Nurture and support creativity and the development of new ideas, services, and process.

Community: Conduct our activities as responsible members of the community in which we operate

Excellence: Improve our performance continuously and strive to be the best in everything we do.

Teamwork: Work together effectively to achieve our goals, while encouraging individual contribution and responsibility.

IICE-T

