

# CITY OF FAYETTEVILLE

## CITY COUNCIL STRATEGIC PRIORITIES RETREAT 2025

**High-Level Overview**



Presented by:

**fountainworks**



# Retreat Objectives



**Celebrate successes and accomplishments**



**Utilize creative problem solving to be more strategic**



**Champion a concise list of ongoing strategic priorities to propel the City into the future**



# Main Agenda Items

***February 11***

## **Day 1**

- Celebrating City Success
- Thinking Creatively for the City
- Exploring Strategic Planning Best Practices
- Discussing Fayetteville's Foundational Landscape
- Updating on Departmental Service Areas

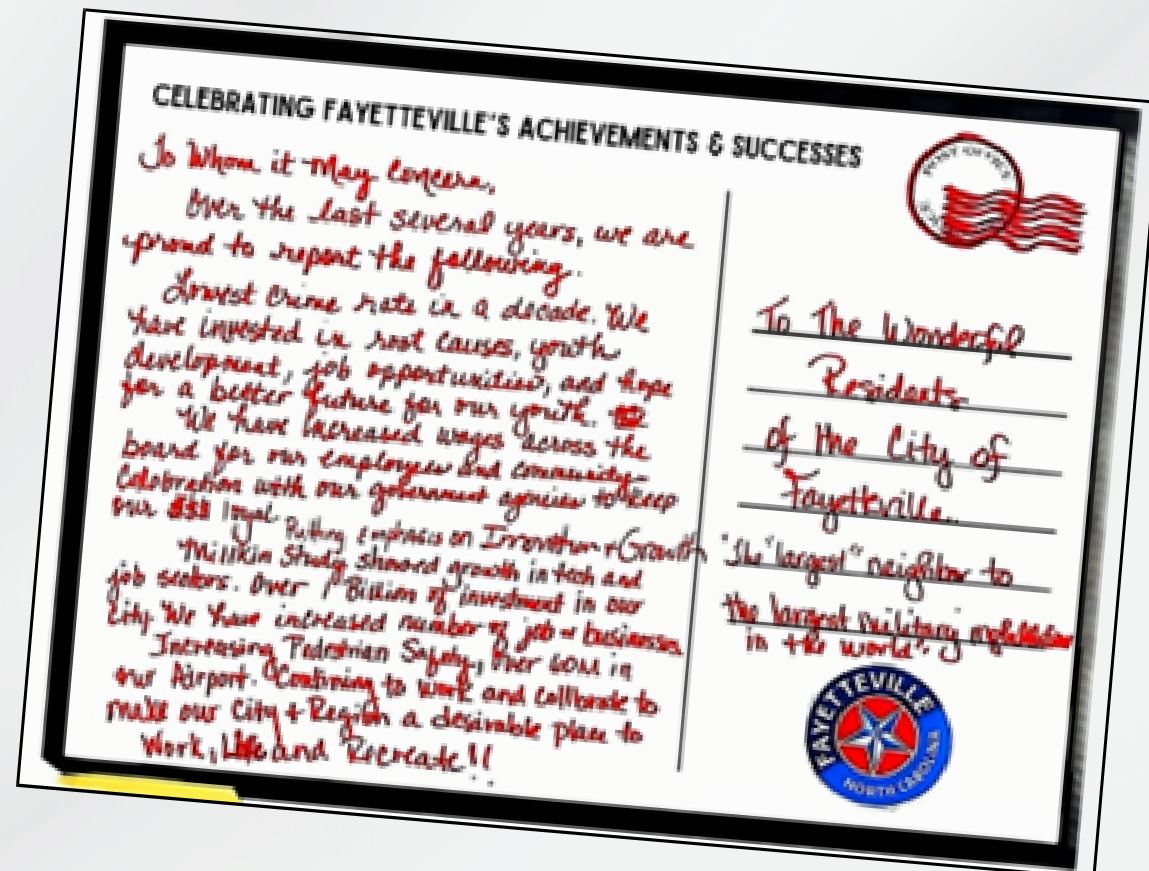
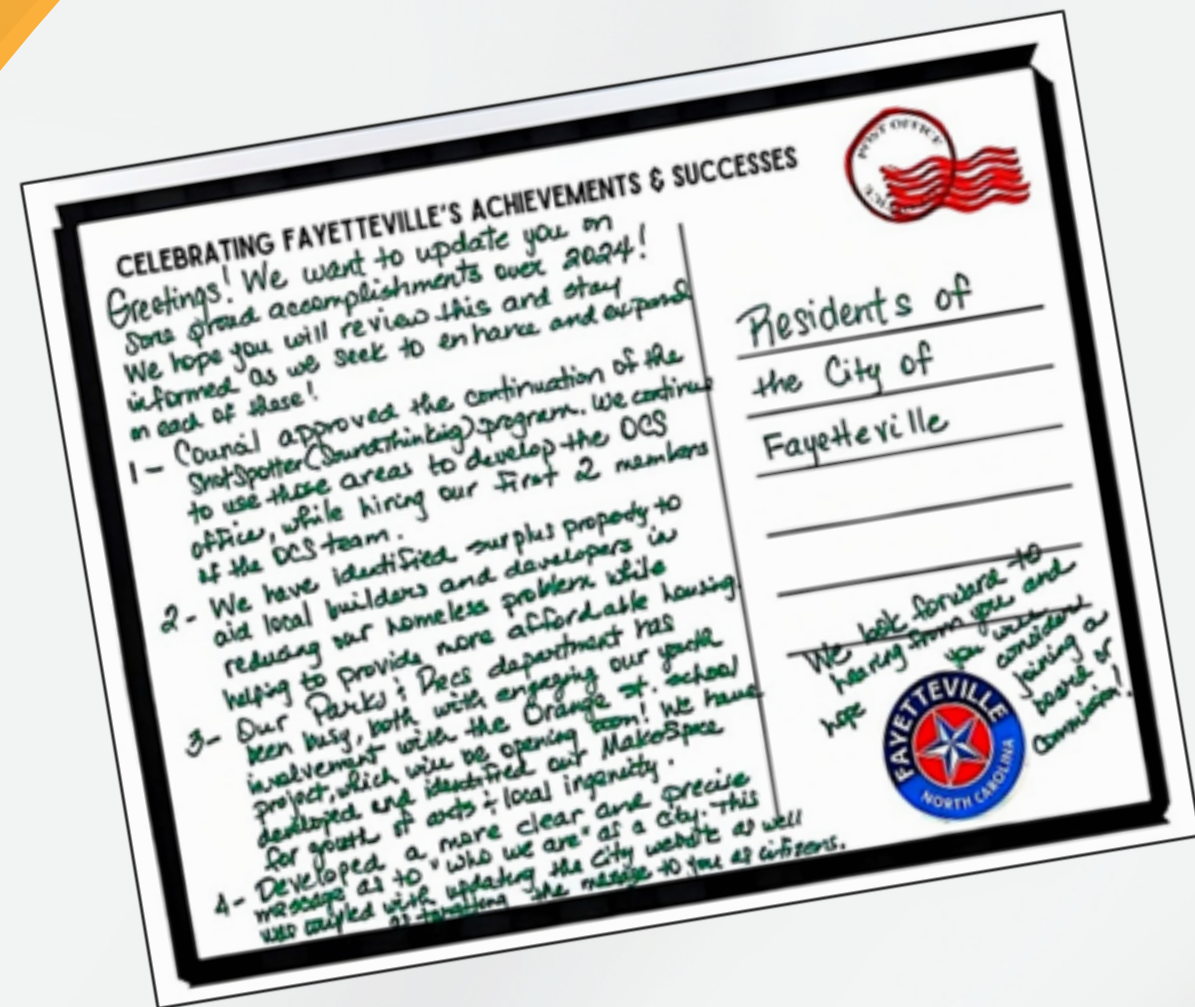
***February 12***

## **Day 2**

- Conversation with Garrison Commander
- Identifying Our City Strengths, Weaknesses, Opportunities, and Threats (SWOT)
- Creating FY 2025–2026 Investment Portfolio



# Accomplishments



- Top notch City staff
- Airport development and expansion
- Office of Community Safety (OCS) development
- Lowest crime rates in a decade
- Increase in wages across the board for employees
- Emphasis on investment and growth
- New community programs, including a mental health resource center
- New housing projects, emphasizing affordable housing



# Creative Problem Solving

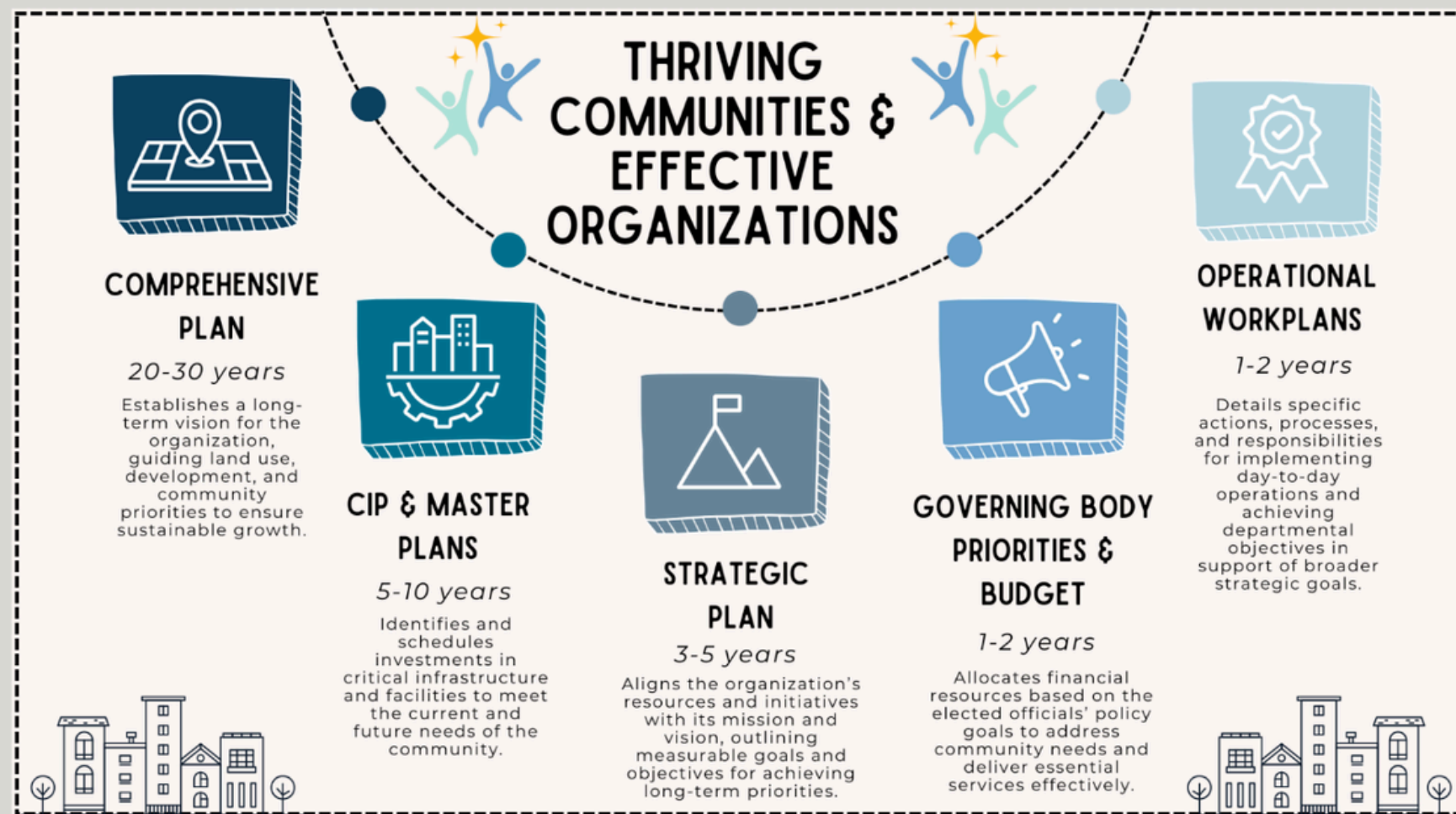
- Tap into the full creative problem solving process
- Utilize this framework to work more effectively
- Be patient with each other
- Come together as a collective
- Recognize that Council is “Type A”
- Leverage team diversity
- Pay attention to stressors





# Strategic Planning

## Best Practices



**Keep constituents in the loop for strategic planning**



**Simplify strategic goal areas**



**Stick with the plan without switching direction every year**



# CITY SWOT

## Strengths

- Effective staff that do more with less
- Great residents who are engaged
- Our location and connectivity
- Excellent stakeholders/partners

## Weaknesses

- Keeping the status quo
- Outdated City policies
- Our budget/revenue situation
- Poverty in the community
- Lack of housing
- Completed highways and walkable areas
- Tier 1 community

## Opportunities

- We can collaborate more with stakeholders/partners
- The City can be a catalyst
- Infrastructure opportunities (such as I-685)
- Tax allocation
- We can be bold and look forward

## Threats

- Economy and poverty in the community
- Our tax base
- Public safety, policing, and violence,
- Things we can't control



# Five Council Strategic Priorities



**Enhance economic growth throughout the City**



**Ongoing commitment to a comprehensive approach to community safety**



**Continue the City's commitment to revitalization efforts and housing needs**



**Increase Parks and Recreation opportunities for youth engagement and interaction**



**Evaluate and expand transportation and other connectivity for residents**

Underpinning all of these priorities is a core philosophy: **being efficient, effective, and responsive**



# What's Next?



**Council adopt the five strategic priorities**



**Staff is developing short and long term actions to support each one**



**Council may consider a longer term strategic planning process to align with best practices**

