

City of Fayetteville

Strategic Council Retreat 2024

High-Level Overview



Strategic Planning Retreat Objectives

- We have a unified long-term vision for what we hope Fayetteville will look like/be in 10-20 years.

- We are aligned on and committed to the top strategic priorities for FY2025 to help create the long-term vision we hope to see and are dedicated to measuring success.

- We have celebrated and recognized all the high-quality achievements Fayetteville has accomplished over the past few years.



Main Agenda Items

Day 1

- Welcome and Orientation
- Celebrate Accomplishments Build on a Fayetteville Context Map
- Envision the Future of Fayetteville
- Review Strategic Goal Areas

Day 2

- Review Strategic Priorities
- Consider Roles with Priorities
- Sort and Prioritize
- Explore How to Measure Success
- Create Decision Filters

Primary Outcomes

-  The Council explored their longer-term **vision** for Fayetteville (the next 15–20 years).
-  Council collectively identified their **top five strategic priorities** for FY2024–2025.
-  Council identified **other additional items** for FY2024–2025.



Vision Themes



The Council explored their longer-term **vision** for Fayetteville (the next 15-20 years)

- **Fayetteville has a unique identity.**
- **The community has well-educated professionals and a population that reinvests in the community**
- **The economy has grown and there is investment in small business.**
- **Fayetteville is a safe community.**
- **The leadership represents the community (representative leadership).**
- **Fayetteville is connected and accessible (rail, roads, transit).**
- **Fayetteville is a place people love to live, with a vibrant quality of life.**
- **We have a strong relationship with the military, which helps to keep the current population of young people.**



Top Five Strategic Priorities



Council identified their **top five strategic priorities** for FY2024-2025



Other Discussed Items



Goal One

- More services for homeless population



Goal Three

- Pedestrian improvements
- Smart City—expand WiFi citywide,
- Facilitate partnerships for entertainment attractions



Goal Six

- Increase government and community communication



Goal Two

- Job creation
- Increase tax base
- Longer-term plan for economic development for City growth



Goal Four

- Streamline development processes for housing
- Expand transportation options to bolster economy

Priorities in Progress!



Council identified the **priorities in progress**



911 call center <i>Goal One</i>
Neighborhood one way in/out <i>Goal Three</i>
Employee retention <i>Goal Five</i>

What's Next?

How staff plans to
move the priorities
forward...

