



Strategic Plan Summary

Goals, Strategies & City Council Ranking

Confirmed 4/8/2021

GOAL 1: Economic Development

Objective 1.1. Develop Wolf Branch Innovation District (WBID)

- 1.1.1. Continue implementing Wolf Branch Master Plan
- 1.1.2. Incorporate brand marketing/promote “gateway”

Objective 1.2. Enhance mobility, connectivity, and expand trail network

- 1.2.1. Implementation of the transportation master plan
- 1.2.2. Seek funding sources to pay for trail improvements and future maintenance/include partnerships to establish trailheads and associated amenities

Objective 1.3. Attract new commercial businesses/residential development

- 1.3.1. Promote waterfront development
- 1.3.2. Promote residential development and redevelopment within the Northeast CRA (including mixed-use development of the Grandview Commercial District)
- 1.3.3. Promote Work Force Housing and Attainable Housing
- 1.3.4. Promote energy-conserving construction and practices

Objective 1.4. Promote tourism by Enhancing Mount Dora as a Destination

- 1.4.1. Advertise the trails, downtown Wi-Fi, waterfront, and other city amenities that draw tourists and visitors
- 1.4.2. Develop a standard brand image/Wayfinding signage
- 1.4.3. Re-evaluate special events throughout the year

GOAL 2: Infrastructure / Public Safety

Objective 2.1. Improve parking capacity/Identify final location

Objective 2.2. Enhance pedestrian safety-crosswalk & traffic calming solutions

Objective 2.3. Develop a parks and recreation system guided by the principles of the Parks and Recreation Master Plan

- 2.3.1. Enhance connectivity and accessibility
- 2.3.2. Increase engagement and collaboration with residents
- 2.3.3. Support Special Events and dedicated open space
- 2.3.4. Invest in an equitable Parks system
- 2.3.5. Advertise recreational activities for all ages and abilities

Objective 2.4. Sustain City Infrastructure

- 2.4.1. Strengthen city cyber-security
- 2.4.2. Identify alternate, sustainable water supply sources

GOAL 3: Fiscal Resources / Human Resources

Objective 3.1. Identify and seek funding sources

- 3.1.1. Pursue federal, state, and local grants to fund city department technology, studies, and projects
- 3.1.2. Seek to create public and private partnerships to conserve government funds and resources for priority projects

Objective 3.2. Attract and maintain city human resources through competitive compensation and benefits

- 3.2.1. Conduct a salary survey