



City of Destin Strategic Plan

VISION 2035

DESTIN IS A FAMILY- ORIENTED BEACH AND FISHING COMMUNITY WHERE PEOPLE WANT TO LIVE, WORK & PLAY AND WHERE GUESTS ARE WELCOMED TO RESPECTFULLY ENJOY OUR COMMUNITY AND ITS RESOURCES.

PRIORITIZED KEY CUSTOMER GROUPS

1. Year-Round Residents
2. Destin-Based Businesses
3. Visitors

STRATEGIC FOCUS 2025

- ◆ Public beach acquisition initiative
- ◆ Transparent and equitable governance
- ◆ Financially sound city providing service value
- ◆ World class beach, fishing, and harbor
- ◆ Improved mobility and connectivity
- ◆ High quality of life and safety for residents
- ◆ Quality development and revitalization through clear vision and unified approach

COUNCIL OBJECTIVES FY20

LISTED IN PRIORITY ORDER

- ⇒ Public Beach Initiative (acquisition of beachfront)
- ⇒ Underground Utilities
- ⇒ Short Term Rentals compliance with regulations
- ⇒ Recruit Project and Grants Manager
- ⇒ Request TDC funds for additional OCSO services
- ⇒ Research viability of Multi-use Convention/Sports/Community Center
- ⇒ Complete two-lane Crosstown Connector
- ⇒ Calhoun Ave Multi-use Trail (MUT)- Phase II Design and Construction (pathway under Marler Bridge)
- ⇒ Improve parking: Explore options, garage, surface
- ⇒ Beach Re-nourishment, planning and schedule
- ⇒ Improve communications with Council/Public/Staff
- ⇒ Implement enhanced signage control
- ⇒ Develop/Implement Wayfinding Program
- ⇒ Update Golf Cart/Low Speed Vehicle (LSV) Rules
- ⇒ Continuity of streetlights/Conversion to LEDS
- ⇒ Improvement of the City's gateways
- ⇒ Implement a Road Way Striping Program
- ⇒ Provide Board and Committee Training to members
- ⇒ Improve sidewalks (wider, more walkable)
- ⇒ Reestablish Environmental Committee
- ⇒ Enforce residential boat and RV parking regulations
- ⇒ Regulate building height limits to five stories

MANAGEMENT OBJECTIVES FY20

TOP PRIORITY

- ⇒ Balance staffing resources with expectations
- ⇒ Align Comp Plan with Land Development Code
- ⇒ Acquire and deploy comprehensive municipal management software along with required training
- ⇒ Seek out funding sources for beach acquisitions
- ⇒ Establish Park Foundation to assist with acquisitions, renovations and maintenance
- ⇒ Develop and implement processes for consistent and streamlined application of Codes and Procedures
- ⇒ Implement Code Enforcement Compliance Plan

MANAGEMENT IN PROGRESS 2020-2021

- ◇ **Align Comprehensive Plan, Future Land Use Map (FLUM), and Land Development Code (LDC) (CD)**
- ◇ **Harbor Capacity Study (USACE) (CD)**
- ◇ **Implement proactive Code Compliance program (CC)**
- ◇ **Memorialize institutional knowledge (ALL DEPTS)**
- ◇ **Produce city facilities and city infrastructure plans (PS)**
- ◇ **Monitor Restore Act grants (CM)**
- ◇ **Impact Fee Study (CD)**

MAJOR PROJECTS FY20-23

- ◆ **Development software implementation (CD/IT/PS/Fin/Code)**
- ◆ **Airport Road Safety Improvements (PS/ENG)**
- ◆ **Construct Capt. Royal Melvin Heritage Park (PR/CD/PS/CM)**
- ◆ **Renovate Clement Taylor Park (PR/CD/PS/CM)**
- ◆ **Redevelop Joe's Bayou Recreation Area (PR/CD/PS/CM)**
- ◆ **Norriego Point Phase III - Recreation Components (PS)**
- ◆ **Calhoun Ave MUT - Phase I Construction (PS/CD)**
- ◆ **Calhoun Ave MUT- Phase II Design & Construction (pathway under Marler Bridge) (PS/CD)**
- ◆ **Beach Street Reconstruction/Resurfacing (PS/ENG)**
- ◆ **Implement prioritized Stormwater Improvements based on the Stormwater Master plan (PS)**