



Strategic Plan FY21-22

VISION 2035

DESTIN IS A FAMILY- ORIENTED BEACH AND FISHING COMMUNITY WHERE PEOPLE WANT TO LIVE, WORK & PLAY AND WHERE VISITORS 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 GOALS 2026

1. Financially sound city providing service excellence
2. A green and sustainable environment
3. Improve mobility and connectivity
4. Enhanced quality of life and safety for families
5. Economic development and revitalization
6. Effective, efficient, and aesthetically pleasing infrastructure

COUNCIL OBJECTIVES FY21/22

SECTION 1

CRITICAL PRIORITIES

1.1 Offer livable wages & benefits to attract and maintain high caliber, qualified staff

IMPORTANT PRIORITIES

- 1.2 Complete two-lane Crosstown Connector
- 1.3 Public Beachfront acquisition initiative
- 1.4 Underground Utilities
- 1.5 Zerbe St/Calhoun Ave Phase II -Design pedestrian pathway under Marler Bridge

DESIRABLE PRIORITIES

- 1.6 Research viability of Multi-use Convention/Sports Community Center (Phase 1 Feasibility Study)
- 1.7 Annexation of unincorporated enclaves
- 1.8 Transit/Trolley system
- 1.9 City Marina (Phase 1 Feasibility Study)
- 1.10 Improve parking, explore options (i.e., garage, surface, etc.)
- 1.11 Beach Re-nourishment, planning and scheduling

MANAGEMENT OBJECTIVES FY21/22

SECTION 2

CRITICAL PRIORITIES

- 2.1 Balance resources (Staffing, Time, Money) with mandatory & non-mandatory functions/projects/tasks
- 2.2 Funding sources for beach acquisitions
- 2.3 Funding sources for Undergrounding Utilities

IMPORTANT PRIORITIES

- 2.4 Develop and implement processes for consistent and streamlined application of codes and procedures; Streamline Livery Vessel Regulation & permitting; Streamlined, prompt consistent building permitting
- 2.5 Improve communications with Council/Public/Staff
- 2.6 Continuous improvement of contract management process.
- 2.7 Key Functions/Services: Continuous improvement of effectiveness and efficiency

DESIRABLE PRIORITIES

- 2.8 Establish Park Foundation to assist with acquisitions, renovations and maintenance

MANAGEMENT IN PROGRESS FY21-25

SECTION 3

CRITICAL PRIORITIES

- 3.1 Memorialize institutional knowledge
- 3.2 Plan for renewal and replacement of city facilities and infrastructure
- 3.3 Monitor Restore Act grants

IMPORTANT PRIORITIES

- 3.4 Implement enhanced signage control
- 3.5 Develop/Implement Wayfinding Program; Improvement of the City's gateways; move "Welcome Sign" to east side of bridge
- 3.6 Update Golf Cart/Low Speed Vehicle (LSV) Rules
- 3.7 Implement a roadway striping program
- 3.8 Provide training to Board and Committee members
- 3.9 Improve sidewalks (wider, more walkable)
- 3.10 Enforce residential boat and RV parking regulations
- 3.11 Monitor beach cleaning with Okaloosa County
- 3.12 Redevelopment (citywide)

DESIRABLE PRIORITIES

- 3.13 Reestablish Environmental Committee

MAJOR PROJECTS FY21-25

SECTION 4

CRITICAL PRIORITIES

- 4.1 Implement and Manage COMPASS software
- 4.2 Harbor Capacity Study (USACE)
- 4.3 Land Development Code revision
- 4.4 Impact Fee Study
- 4.5 Building Permit Fee Study

IMPORTANT PRIORITIES

- 4.6 Update BTR Fee Schedule and processes
- 4.7 Construct Capt. Royal Melvin Heritage Park
- 4.8 Zerbe St/Calhoun Ave Phase II -Design pedestrian pathway under Marler Bridge
- 4.9 Hwy 98 Median Improvement project
- 4.10 Norriego PT. Ph. III - Recreation Components
- 4.11 Renovate Clement Taylor Park
- 4.12 Redevelop Joe's Bayou Recreation Area
- 4.13 Continuity of streetlights/Conversion to LEDS
- 4.14 Implement prioritized stormwater improvements based on the Stormwater Master Plan

DESIRABLE PRIORITIES

- 4.15 Design and construct Gulf Power Easement Trail/Linear Park
- 4.16 Design and construct pickleball courts

PRIORITY LEVELS

CRITICAL PRIORITY

An objective that must be successfully accomplished within a specified amount of time. (no matter what)

IMPORTANT PRIORITY

A priority that can have a significant impact on performance. Resources are fixed and the variable is either time or the objective.

DESIRABLE PRIORITY

A priority where both resources and time are variables. The organization desires and outcome but cannot absolutely commit specific resources over any specifiable time period. *Resources are fixed for all critical and important priorities, therefore, it may become necessary to transfer resources from DESIRABLE priorities to CRITICAL priorities.