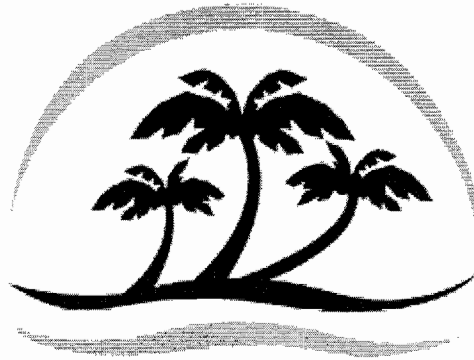


# *Strategic Plan* *2010-2015-2025*



The City of

Florida

# **Palm Bay**

A Perfect Place to Grow

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# ***Vision 2025***

**PALM BAY**  
is a ***CITY PREPARED FOR GROWTH***  
with ***DIVERSE BUSINES AND JOB OPPORTUNITIES.***

**WE**  
have an ***ATTRACTIVE, BEAUTIFUL CITY***  
live in the ***SAFEST CITY IN CENTRAL FLORIDA,***  
and continuously enjoy  
***RECREATION AND ENTERTAINMENT AMENITIES FOR ALL.***

# ***Mission***

The Mission of the City of Palm Bay is to be ***FINANCIALLY SUSTAINABLE*** and provide ***CUSTOMER FRIENDLY CITY SERVICES***. We promote ***COMMUNITY UNITY AND PRIDE*** and have ***INVOLVED CITIZENS*** in making a better Palm Bay community.

# ***Goals 2015***

## **Strong Local Economy**

**City Government: Financially Sound, Top Quality Services**

**Improve Roads, Drainage, and Utility Infrastructure**

## ***Policy Agenda 2010***

### **TOP PRIORITY**

Assessment of business community  
Parkway/interchange  
Additional resources for labor relations  
Florida Retirement System -policy and direction (non-public safety)  
Pre-engineer utility projects

### **HIGH PRIORITY**

Better maintenance of rights of way  
Palm Bay Road (plan/project) -Business Improvement District/TIF  
More resources toward economic development, marketing, branding (strategic initiative)  
Land use/zoning consistency review  
Parkway acquisition (southwest area) – buy tax liens

## **Goal 1**

### **Strong Local Economy**

#### **Top Priority Actions 2010**

- Assessment of business community
- Parkway/interchange

#### **High Priority Actions 2010**

- Better maintenance of rights of way
- Palm Bay Road (plan/project)-Business Improvement District/TIF
- More resources toward economic development, marketing, branding (strategic initiative)
- Land use/zoning consistency review

## **Goal 2**

### **City Government: Financially Sound, Top Quality Services**

#### Top Priority Actions 2010

- Additional resources for labor relations
- Florida Retirement System - policy and direction (non-public safety)

## **Goal 3**

### **Improved Roads, Drainage, and Utility Infrastructure**

#### Top Priority Actions 2010

Pre-engineer utility projects

#### High Priority Actions 2010

- Compound (parkway) acquisition – buy tax liens

## ***Other Major Actions 2010***

- Target marketing (planned, coordinated effort)
- Marketing Palm Bay to business in South Florida
- Non-cash incentives for development/re-development
- Accelerate Comprehensive Plan Evaluation and Appraisal Report amendments
- Explore additional Community Redevelopment Areas
- Wage/contract resolution
- Storm water utility
- Special assessment for roads in specific areas