

**STRATEGIC PLANNING
CITY OF ATLANTIC BEACH**

AGENDA

Monday, May 4, 2015

- 12:30 p.m. Welcome and Introductions
- Overview of Strategic Planning Process
- Vision for the City – 2025
- Development of Vision Statement
- Identification of Organizational Values
- Creation of Mission Statement
- 5:30 p.m. Adjourn

Tuesday, May 5, 2015

- 8:00 a.m. Refreshments
- 8:30 a.m. Review of Vision, Values, Mission
- External and Internal Issues and Trends
- Strengths, Weaknesses, Opportunities, Threats Analysis
- Strategic Issues Identification
- 12:00 noon Lunch
- 12:30 p.m. Establish Goals
- Determine Objectives
- Select Priorities
- 4:00 p.m. Adjourn