



REPORT TO CITY COUNCIL

To: Honorable Mayor and Members of the City Council

From: Grant Yates, City Manager

Prepared By: Nicole Dailey, Assistant to the City Manager

Date: February 12, 2019

SUBJECT: Dream Extreme 2040 Strategic Plan Update

Recommendation

Receive and file an update on the Dream Extreme 2040 Strategic Plan under development by Gensler.

Background

In March 2018, the City Council authorized an agreement with Gensler to initiate the City's efforts to develop a long-term strategic plan called the Dream Extreme 2040 Plan. The purpose was to create a framework for the City in pursuit of achieving its vision to become the ultimate lake destination where all can live, work and play, build futures and fulfill dreams.

The Dream Extreme 2040 Strategic Plan is a first for the City with an expectation that it will go above and beyond traditional planning documents and look at unique, innovative ideas and opportunities that will serve as a guide for the future development and build out of the City. The plan is expected to analyze the needs of the City and identify future projects and programs over the next 20 years. This includes developing measurable goals, objectives, action items, timelines, and metrics.

Gensler was selected based on their diverse and experienced skill sets including a team of award-winning industry leaders in the world of placemaking and project delivery. They take a collaborative, integrated approach that blends their extensive knowledge in various specialties to explore new possibilities and fresh ideas.

Discussion

City staff and Gensler will provide a brief presentation to the City Council regarding the work that has been completed so far, a preview of what to expect from the plan and next steps. Once the plan is complete, it will be presented to the full City Council and shared with the community.

Fiscal Impact

There is no fiscal impact.