

# CITY OF CLEARWATER

## STRATEGIC PLAN FY 2023-24 to FY 2024-25

The City of Clearwater's Strategic Plan sets a clear path for City leaders, staff, and residents of this burgeoning city. Over the next two years, the goals and strategies outlined here will direct resource allocation and work planning in accordance with our vision.

### Vision

**A community that thrives from Bay to Beach.**

### Mission

Clearwater is committed to quality, sustainable, cost-effective municipal services that foster and sustain a healthy residential and economic environment.

### Goal A - Community Engagement:

Adopt new and innovative ways to engage and communicate with residents and the public.

#### Strategies

1. Educate the public about the role of government using videos and other types of outreach.
2. Expand and enhance neighborhood engagement through community leadership academies and other training sessions to be held in neighborhoods throughout the City.

### Goal B - Economic Development and Housing:

Work with key partners to promote economic development and housing vitality.

#### Strategies

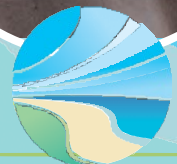
1. Partner with educational and research institutions to facilitate research and development innovation labs and promote spinoff jobs.
2. Define citywide single- and multi-family housing goals by type and category.
3. Reconvene the Business Task Force to update the 2011 Business Process Study.
4. Prioritize the *Pinellas County Housing Compact* goals to be implemented by Clearwater.

### Goal C - Municipal Services:

Develop criteria and implement a plan to right-size City services.

#### Strategies

1. Track service delivery using dashboards that are visible to elected officials, City staff, and the community.
2. Plan for downtown and waterfront resiliency.
3. Explore budgeting and other tools to right-size City services.
4. Reinforce partnerships to expand sustainability practices using
5. *Greenprint 2.0*.



CLEARWATER  
BRIGHT AND BEAUTIFUL • BAY TO BEACH