



## OUR VISION

Margate: where vibrant shopping, dining, and entertainment are complimented by beautiful neighborhoods, exciting community events, and residents who feel connected to the community.

## OUR MISSION

The City of Margate actively enhances quality of life by delivering exceptional services, preserving family-friendly community values, and driving new opportunities for development, investment, and economic growth.

## OUR CORE VALUES

### Integrity

We make ethical and transparent decisions in our service to the community.



### Team

We believe in the power of working together, fostering a culture of open communication, mutual respect, and shared goals to achieve exceptional results as a unified team.



### Responsible and Accountable

We take ownership of our activities and decisions, honoring our commitments while prioritizing the well-being of our community in all our actions.



### Service

We are respectful and responsive to those we serve, believing that every situation deserves our best effort.



# STRATEGIC PLAN

The City of Margate's Strategic Plan provides a clear vision and practical direction for the city's future, shaping future growth, development, and services. Through a strategic planning process including workshops with the City Commission and Executive Team, facilitated by a consultant, the City Commission identified and prioritized four City-wide priorities.

To achieve this, City staff developed objectives that outline implementation tasks detailed below:

## CITY RENEWED

*Prepare the City for the future by maintaining, enhancing, and replacing existing infrastructure and implementing strategies to improve the overall appearance of the community.*

1. Invest time and resources in the attractiveness of City facilities and property to set a high standard for residents and businesses to follow.
2. Establish and enforce residential and commercial property standards to improve quality and appearance of the overall community.
3. Invest in the appearance of the roadway corridors so that Margate is recognized as a clean and inviting community.
4. Increase safely lit areas to upgrade pedestrian access and improve safety for residents and visitors.
5. Develop specific infrastructure investments in targeted neighborhoods to improve overall community appearance.
6. Upgrade water, sewer, and stormwater infrastructure to meet current and future needs.



## VIBRANT ECONOMY

*Develop an economic ecosystem that creates diversified job opportunities, abundant dining and retail options, and attractive, high-quality commercial development.*

1. Pursue a public-private partnership to develop a new City Center to create a walkable, vibrant destination for residents of Margate and visitors from surrounding communities.
2. Develop an activity center masterplan so that the City is prime for new commercial investment.
3. Using best practices, continue to evaluate City development policies and the comprehensive plan structure to streamline the process for commercial real estate development.
4. Partner with local agencies concentrating on business recruitment and retention to foster new business growth in targeted sectors.
5. Continue to incorporate local businesses into City events to build opportunities for them to market their services in the community.





# STRATEGIC PLAN

## SERVICE EXCELLENCE

*Provide high-quality services so residents and visitors can access a variety of amenities, participate in community events, and enjoy safe neighborhoods.*

1. Implement license plate readers, real time crime center cameras, and other technology solutions to improve public safety.
2. Improve neighborhood safety and quality of life by reducing crime.
3. Engage with citizens through events, City education sessions, and individual interactions to help education and inform residents about City services.
4. Leverage various analog and digital communication platforms to share City stories and inform the public.
5. Develop a strategy to create unified digital hub to efficiently respond to inquiries from citizens and businesses.
6. Evaluate the impact on City operations as redevelopment occurs to ensure services meet future demand.
7. Continue to host a wide range of family-friendly events to bring the community together and keep the small town feel of Margate.



## INTERNAL OPERATIONS

*Provide for the long-term success of the City by making the appropriate investments in people, environment, processes, and systems.*

1. Enhance employee wellness by offering financial planning webinars, wellness challenges, safety learning, and accompanying messages to meet the current and future needs of employees.
2. Make investments in technology solutions to improve efficiency, automate processes, and enhance overall service delivery.
3. Maintain the City's financial health by focusing on sustainability, application of industry standards, and affordability to preserve long-term fiscal viability.
4. Regularly evaluate City service levels to determine the most efficient way to provide services for long-term fiscal sustainability.
5. Develop an organizational development strategy that will build leadership competencies, promote career pathways, and support succession planning to ensure the long-term continuity of the City organization.
6. Improve interdepartmental collaboration and coordination to enhance overall City services.
7. Implement employee engagement activities to celebrate successes, sustain a welcoming workplace culture, and retain human capital, and gain meaningful input on City operations.

