

Indian Wells City Council & Housing Authority

April 2, 2024

STAFF REPORT



To: City Council
From: City Manager Department
Prepared by: Christopher Freeland, City Manager
Subject: **2024 City, Housing Authority, and Golf Resort Strategic Planning Session**

RECOMMENDED ACTIONS:

Council **REVIEWS, DISCUSSES**, and provides **DIRECTION** on the 2024 City Council City Goals.

BACKGROUND:

Strategic planning determines where an organization is going over the next year or more, how it's going to get there, and how it'll know if it got there or not. This is the City's "Game Plan." The focus of a strategic plan is to outline the goals of the City Council for the entire community/organization over a period of time (one, three, or five years are common). Goals-based planning starts with a focus on the organization's vision and/or values, then the selection of projects and programs to meet and achieve the goals, an analysis of the resources needed and available, and finally, who will do what and by when.

The goals also need to be realistic and obtainable. Does the City have the internal capabilities or the necessary resources to complete the goals? It is also especially important to have a consensus of the goals to maximize the use of resources and to streamline the process of approving the individual projects and programs that make up the goals.

Goal setting by the City Council has the following benefits:

- Formally adopted City Council Goals provide staff official direction to plan and organize resources to ensure their completion.
- The strategic plan is used to identify funding priorities for inclusion in the City's budget.
- A better understanding by citizens and staff of the City Council's plans as a single governing body for the future of the City of Indian Wells.
- Goals are established to meet the changing needs of the community.

- City staff is more focused and effective in addressing City Council priorities.
- City staff is more accountable to the City Council for achieving City Council Goals.

In addition, Goals should also reflect how they support and further the City's Mission Statement.

Indian Well's Mission Statement:

Create an unsurpassed quality of life for our residents and guests by providing superior public safety, exceptional service and outstanding amenities that will further enhance our image as a prestigious community and international resort destination.

At the February 1, 2023, City Council Strategic Planning Session, the City Council provided a list of recommended goals and activities for 2023. Staff presented an update to the 2023 Strategic Planning Goals at the March 7, 2024, City Council meeting. As such, a review of the 2023 Strategic Planning Goals is not part of this report.

DISCUSSION:

This year, Mayor Greg Sanders wished to change the format of the City Strategic Planning Session to focus decisions and selection of projects by the City Council based upon the current and projected finances of the City, Housing Authority, and Golf Resort. This is to include and evaluate those capital projects that may be accelerated to address public safety concerns.

The order of presentations and discussions is as follows:

1. Financial Review of the City and Housing Authority (Separate Report Attached)
2. Discussion of Housing Authority Goals and Strategies for 2024
3. Review of the City's Adopted Five-Year Capital Improvement Plan
4. Discussion of City Goals and Strategies for 2024
5. Operational Review of the Various Indian Wells Golf Resort Departments
6. Update on the Reconceptualization of the Vue Restaurant
7. Discussion on the Possible Redesign of the Players Golf Course (Separate Report Attached)
8. Discussion of Golf Resort Goals and Strategies for 2024
9. Conclusion of the 2024 City Council Planning Session

A summary of the City Council's recommended actions from this 2024 Strategic Planning Session will be presented at the May 16, 2024, City Council meeting to confirm the City Council and the public's understanding of the various goals and strategies for the coming year(s).