



FLOWERY • B R A N C H •

Always Blooming!

**City of Flowery Branch Fiscal Year
2025
Strategic Plan**



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Introducing the City of Flowery Branch Strategic Plan

We are proud to present the new Strategic Plan for the City of Flowery Branch, which will guide the City's work in the future.

The core of this plan comprises five strategic priorities and a vision statement. With this high-level vision established, we spent the 2023–2024 fiscal year developing detailed implementation plans for a series of key city-wide initiatives that align with and support the strategic priorities.

This planning effort has resulted in a clear road map that articulates how the City of Flowery Branch will continue its ascent as a forward-thinking community.



Mayor: Ed Asbridge

Welcome to Historic Flowery Branch!

Our downtown has always been a smaller area that is quaint, historic, charming, and very interesting. The area around the historic downtown is growing at a rapid pace. A few years ago, the City Council set out on a journey with a vision that the “Historic Old Town” would become a destination place with restaurants, small shops, and interesting old buildings. The vision would still be to keep it small but still maintain its charming, quaint character.

In 2023, Phase I of our downtown revitalization was completed. The Farmer’s Market Pavilion is open with both Summer and Winter hours posted on our website. Our new Amphitheater is vast and has already hosted many exciting events. The streetscapes were finished by adding brick trim to accent our sidewalks and two intersections have a large Dogwood flower embedded in the middle of them. Currently open for business is Social Peach, a lady’s boutique, 4 Elephants, a Laotian restaurant, and Caroline’s on Main, a breakfast, brunch, and lunch restaurant. Opening soon is Baby Bell, a confectionery.

Just a few blocks down Mitchell Street at Flowery Branch Bay Park, you can stroll, picnic, fish from the pier, or just watch your children play. All this while overlooking the marina at beautiful Lake Lanier.

Lake Lanier attracts thousands of people each year who use it for boating, swimming, fishing, and camping. Sunrise to sunset, Lake Lanier is tranquil and absolutely beautiful.

We are also proud that the Atlanta Falcons call Flowery Branch home. In fact, its training facility is very near our Historic Downtown. As you can see, our city and the surrounding area have so much to offer. If you are looking to relocate or out for a Sunday drive, come see Historic Downtown Flowery Branch.



Councilman: Chris Mundy



Chris Mundy was first elected to the City Council in June 2015 during a Special Election to fill a vacancy for Post 1. Councilman Mundy holds a Bachelor of Business Administration degree in Risk Management/Insurance from the University of Georgia as well as an MBA with a concentration in Finance from Georgia State University. Mr. Mundy currently works as an AVP of Product Management for Kemper Insurance Company located in Alpharetta and has over 27 years' experience in the Insurance Industry.

Councilman Mundy is a lifelong resident of southern Hall County and resides in Flowery Branch with his wife Erin and their son Davis. His wife is an Assistant Professor for the Medical College of Georgia and holds a Master's degree in Public Administration. Chris and his family are active members of Prince of Peace Catholic Church in Flowery Branch.

"My goal is to ensure that our government remains fiscally responsible to the people it serves and transparent in its actions. I want to make sure our community has the services and resources it needs to continue to grow and prosper, and our citizens have the quality of life they deserve."

Councilman: Joseph Mezzanotte

Joseph Mezzanotte was elected to the City Council Post 2 during a special election held on March 15th and was sworn in on March 17, 2022. He was re-elected in November 2023 for a full term.

Joe is originally from Wisconsin but has lived in Georgia for over 36 years. He and his wife Sharrie moved to Flowery Branch 4 years ago to be closer to his family and to enjoy this beautiful location. He immediately became active in the HOA at Sterling on the Lake, becoming a Board Member in 2019. These responsibilities helped peak his interest in becoming a City Council Member.

Joe attended Princeton University in New Jersey, where he received a BSE in Engineering and Applied Statistics. After graduation, he remained in NJ to work for major medical manufacturers, Johnson & Johnson and CR Bard. He spent his career managing, relocating, starting up, and turning around major manufacturing plants all over the US, Canada, Mexico, and Puerto Rico.



"I am very excited about the downtown expansion and beautification, and I am looking forward to being a part of that. I am also committed to working hard to analyze new growth projects with a focus on the impact on our services, traffic, residents, and schools. My goal is to help balance our growth so that Flowery Branch continues to be a place we love to live."

Councilman: William McDaniel



William McDaniel, serving as Post 3 Councilman, was elected in November 2021. McDaniel has been an active member of the North Georgia community since 2006. He is married to Tracy, who owns and operates multiple businesses. They have 3 children that attend local Flowery Branch Schools, (Madelynn, Landon, and Mia).

William proudly served our country with a total of 7 years of honorable service in the U.S. Army. Many of those years were in leadership, management, training, and logistics. He was also selected as a member of the United Nations Command Honor Guard and served in Iraq as a team leader with the 10th Mountain Infantry 4-31 INF. Following the military, William was a police officer for 8 years with Gwinnett County Police Department, Braselton Police Department, and Brookhaven Police Department. In those departments, he was a patrol officer, SWAT, Special Investigation detective, Vice unit, and detective in the intelligence unit.

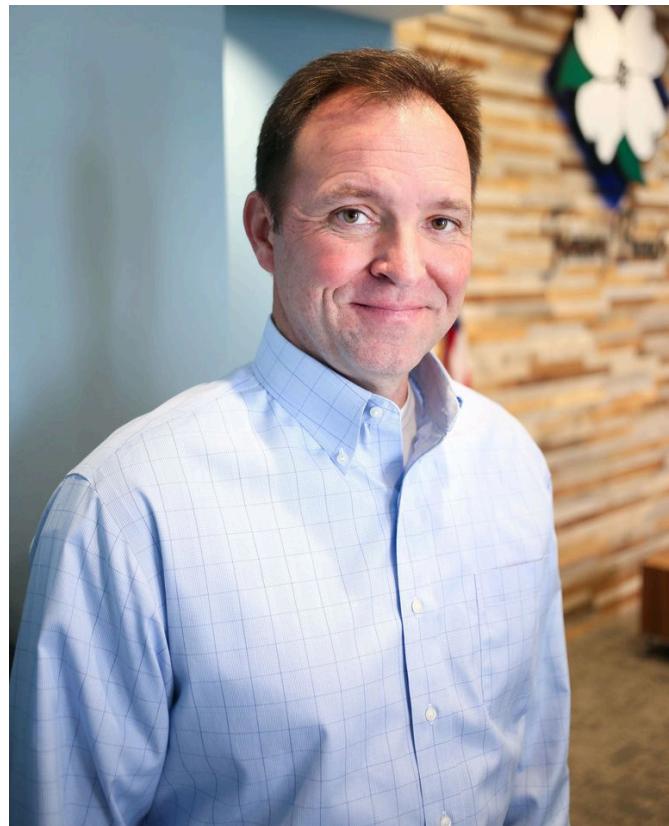
William has a passion for service to Flowery Branch and is ready to work hard for this community. "I plan to see where I can make the biggest impact while continuing to enjoy this great community we live in. I carry the values of hard work, integrity, and a great attitude into everything I do."

Councilman: Joe Anglin

Joe Anglin was first elected to the Flowery Branch City Council during a Special Election in November 2010 and, after a successful three-year term, he was reelected in 2013 for a full four-year term. He has since been re-elected for two additional four-year terms. Councilman Anglin has also been elected by his fellow council members as the Mayor-Pro-Term to serve in the place of the Mayor in case of his absence. Councilman Anglin has a Bachelor's Degree in Criminal Justice from Georgia State University and a Master's Degree in Mathematics Education from North Georgia University and currently runs his own landscaping business as well as teaches for the Hall County School System.

Councilman Anglin was born and raised in Stone Mountain, Georgia and moved to Hall County in 1998 and, specifically, Flowery Branch in 2004 with his wife and two sons.

Councilman Anglin's mission is to keep our government accountable and transparent while it provides efficient and quality services. He believes copious taxation and the Devil share the same address.



Councilman: Oliver McClellan



Oliver McClellan serves as Post 5 Councilman and was elected to the Flowery Branch City Council in November 2021. He holds a Bachelor of Aeronautics degree from Embry-Riddle Aeronautical University and, following service in the US Navy, worked as an Air Traffic Controller for the Federal Aviation Administration.

Councilman McClellan has lived in Georgia for the past 50 years and moved from Gwinnett County to Flowery Branch in 2015. He and his wife Patricia chose Flowery Branch as their retirement home because they loved the location and hometown feel of the area.

Prior to semi-retirement, Councilman McClellan owned and operated a data technology consulting firm in Gwinnett County and was previously a partner in a Chicago-based product marketing firm. He currently owns and operates a home-based travel franchise as a "fun" retirement job.

"One of my goals is to focus on the explosive growth coming to South Hall County and Flowery Branch. I am particularly concerned about the city infrastructure and its ability to accommodate rapid growth. We can't stop growth, but we can work to make sure the decisions we make will take into consideration all aspects of residential and commercial development, and how that development impacts current residents."

Mission, Vision and Values

Our Vision

The City of Flowery Branch seeks to deliver exemplary services and have sustainable growth while maintaining the charming feel of our city.



Our Mission

Flowery Branch will be a desirable, charming destination that is a caring, safe community filled with opportunity and a vibrant quality of life.



Our Values

- Trust
- Accountability
- Integrity
- Professional Excellence
- Respect
- Sustainability
- Stewardship



Focus Areas



Public Safety

Overall Progress

69%

Goals

3



Infrastructure Improvements

Overall Progress

78%

Goals

7



Internal Operations

Overall Progress

73%

Goals

10



Financial Stability

Overall Progress

78%

Goals

4



Economic Development

Overall Progress

67%

Goals

10

Focus Areas

Public Safety

According to SafeWise, the City of Flowery Branch has ranked in the Top 20 of the safest cities in Georgia for over 10 consecutive years. To continue putting safety first, within the community, Public Safety is one of the Focus Areas in the Strategic Plan. Our citizens' safety is the top priority for our Flowery Branch Police Department. The PD continues to look for opportunities to increase their presence within the community, respond quickly to calls, and remove criminals from the streets. Some of the ways this is being addressed are through continuing the K-9 Program, maintaining the Safe Exchange Zone in front of the Police Station, creating new specialized units, recruiting and growing the Cadet Program, and providing new equipment and technology for our officers.



Overall Progress

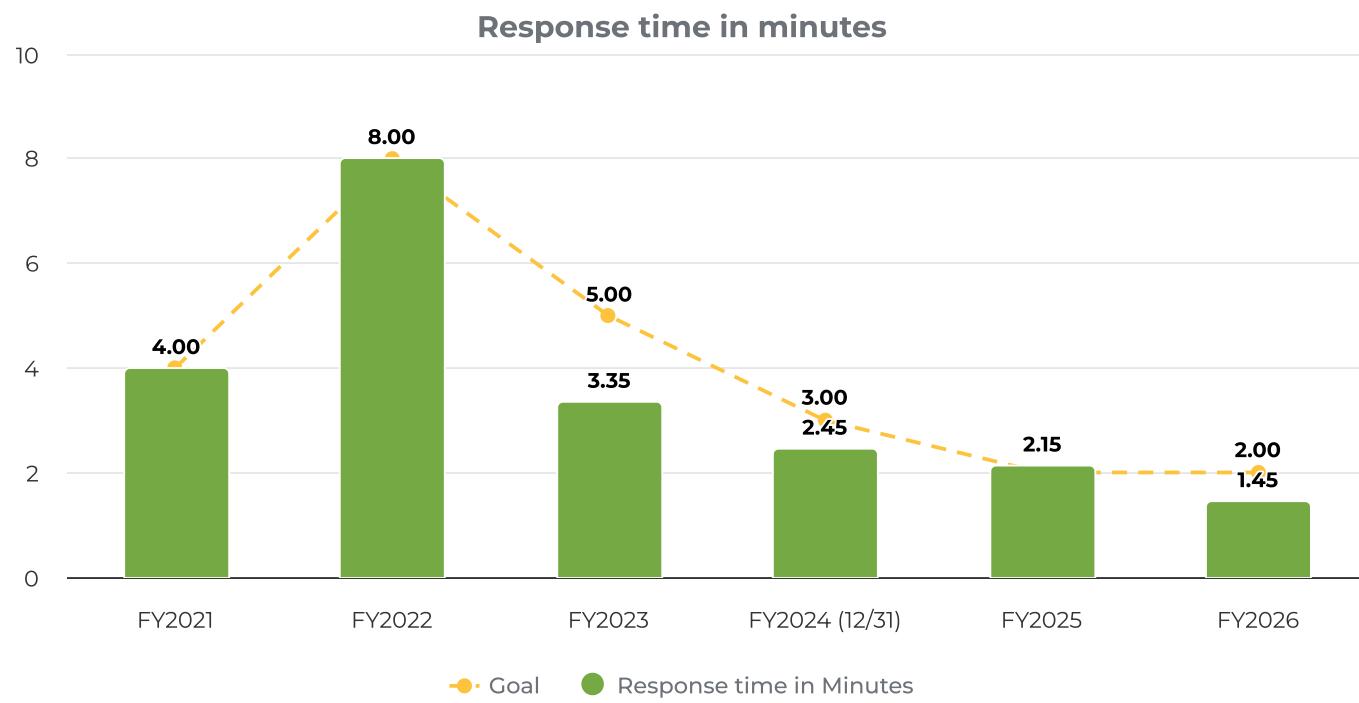
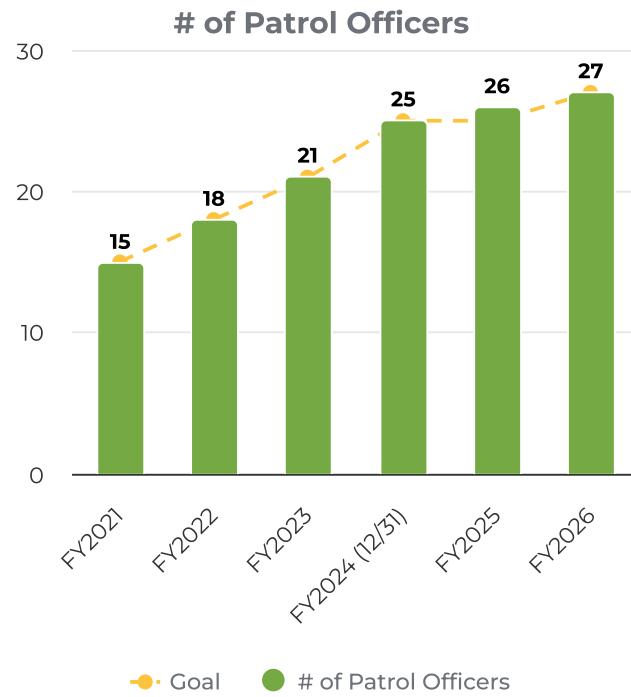
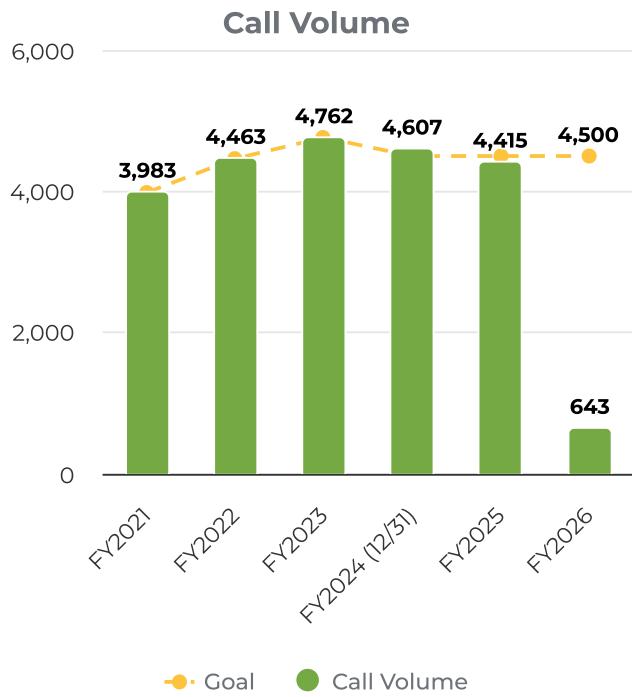
69% Complete

6 Action Items

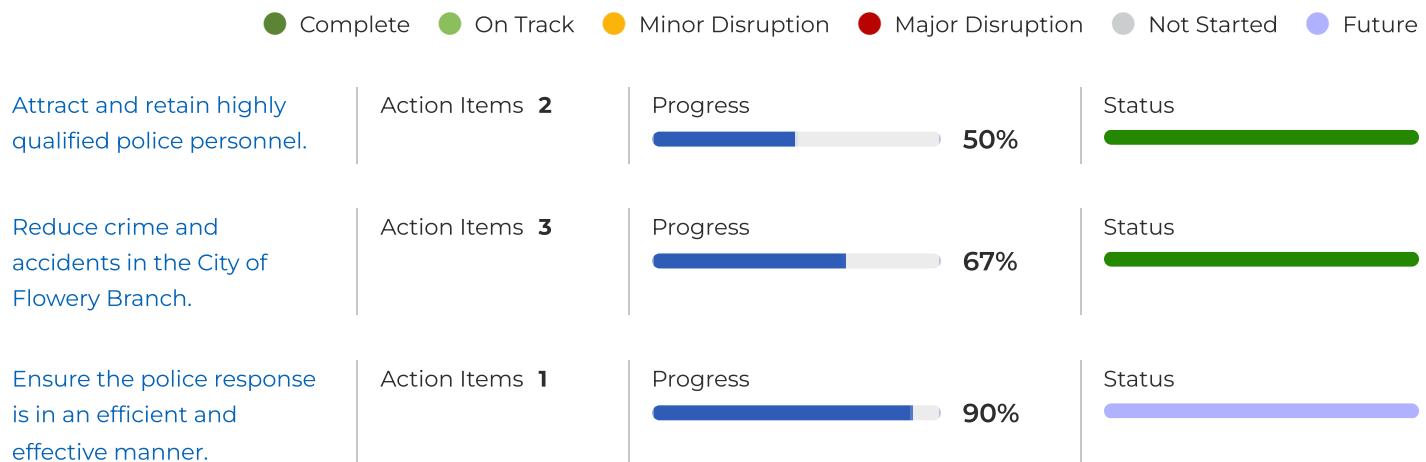
- Future
- On Track

1 Action Items (17%)
5 Action Items (83%)

Key Performance Indicators

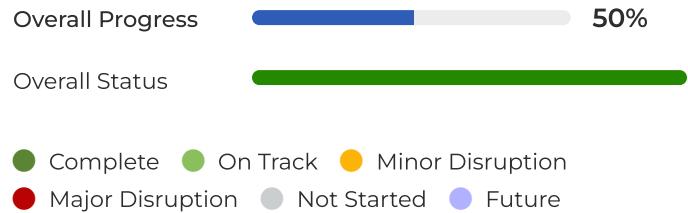
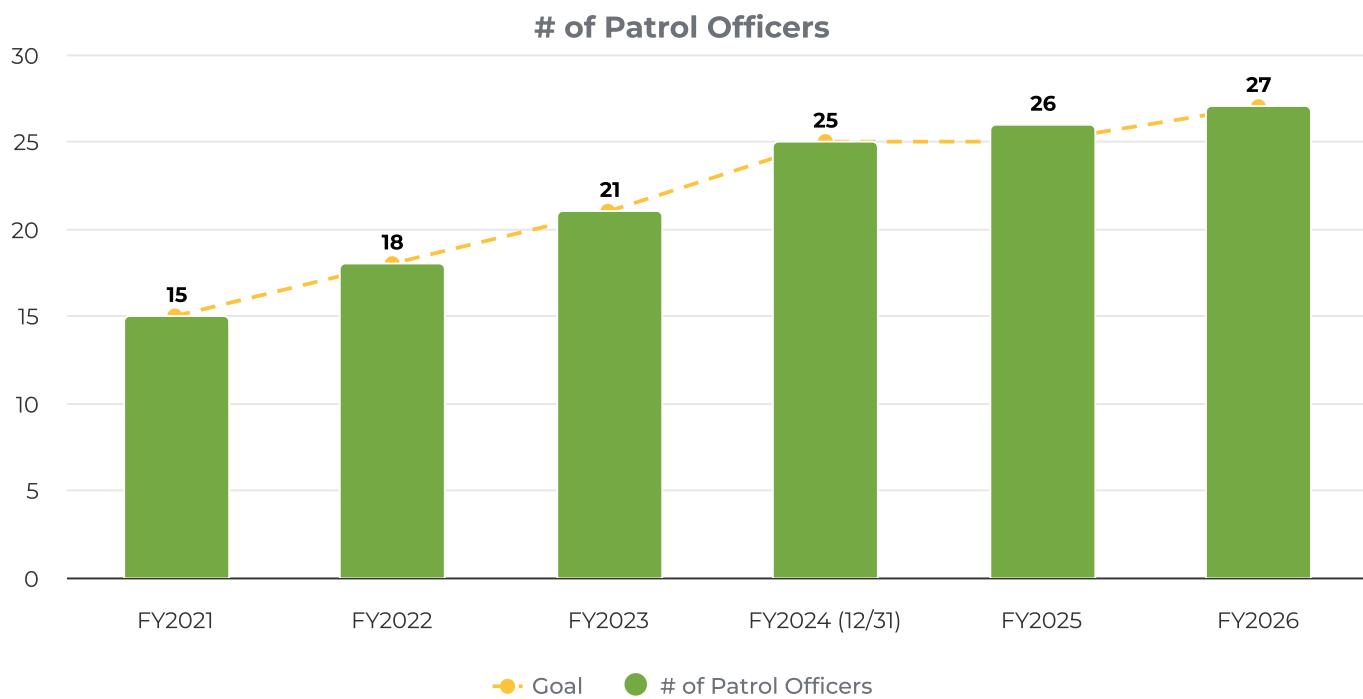


Goals



Goals

Attract and retain highly qualified police personnel.

**Key Performance Indicators****Action Items**

Explore additional pay incentives and benefits.	Last Update 10/21/2025	Progress  33%	Status  On Track
Develop a recruitment and retention plan.	Last Update 10/21/2025	Progress  66%	Status  On Track

Action Items

Explore additional pay incentives and benefits.

Status and Progress

Last Update	Progress	Status	Note
10/21/2025	<div><div style="width: 33%;">33%</div></div>	 On Track	--
07/01/2024	<div><div style="width: 0%;">0%</div></div>	 On Track	Strategic Plan started 07/01/2024.



Action Items

Develop a recruitment and retention plan.

Status and Progress

Last Update	Progress	Status	Note
10/21/2025	<div><div style="width: 66%;">66%</div></div>	 On Track	--
07/01/2024	<div><div style="width: 0%;">0%</div></div>	 On Track	<p>Note</p> <p>Strategic Plan started 07/01/2024.</p>

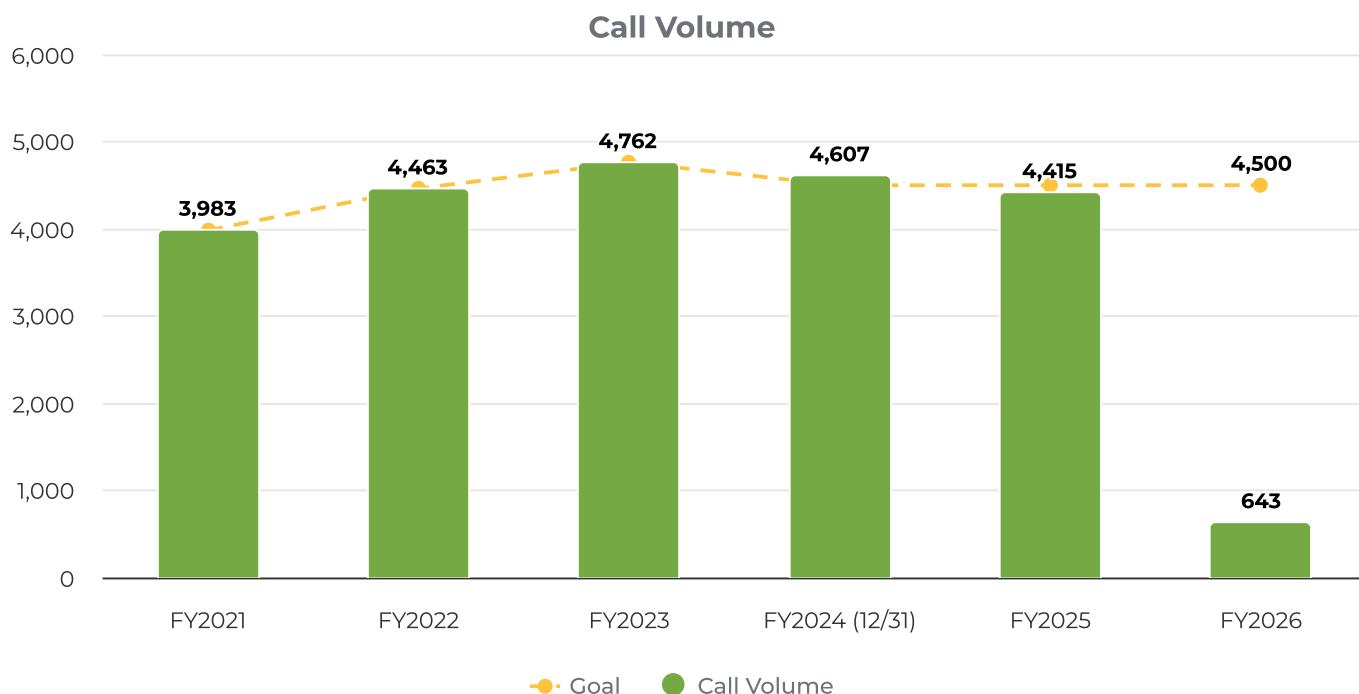


Goals

Reduce crime and accidents in the City of Flowery Branch.



Key Performance Indicators



Action Items

Develop a safety program for the schools and community.	Last Update 10/21/2025	Progress 25%	Status On Track
Explore and implement a drone program.	Last Update 10/21/2025	Progress 100%	Status On Track

Create the S.P.E.A.R program (Specialized Proactive Enforcement and Response Unit).	Last Update 10/21/2025	Progress <div style="width: 75%; background-color: #0070C0; height: 10px;"></div> 75%	Status ● On Track
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Action Items

Develop a safety program for the schools and community.

Status and Progress

Last Update	Progress	Status	Note
10/21/2025	<div><div style="width: 25%;">25%</div></div>	 On Track	--
Last Update 07/1/2024	<div><div style="width: 0%;">0%</div></div>	 On Track	Note Strategic Plan Started 7/01/2024.



Action Items

Explore and implement a drone program.

Status and Progress

Last Update	Progress	Status	Note
10/21/2025	<div><div style="width: 100%;">Progress</div></div> 100%	● On Track	--
07/01/2024	<div><div style="width: 0%;">Progress</div></div> 0%	● On Track	Note Strategic Plan started 7/01/2024.



Action Items

Create the S.P.E.A.R program (Specialized Proactive Enforcement and Response Unit).

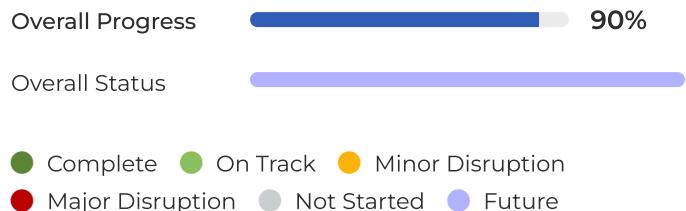
Status and Progress

Last Update	Progress	Status	Note
10/21/2025	<div><div style="width: 75%;">75%</div></div>	 On Track	--
Last Update 07/01/2024	<div><div style="width: 0%;">0%</div></div>	 On Track	Note Strategic Plan started 7/01/2024.

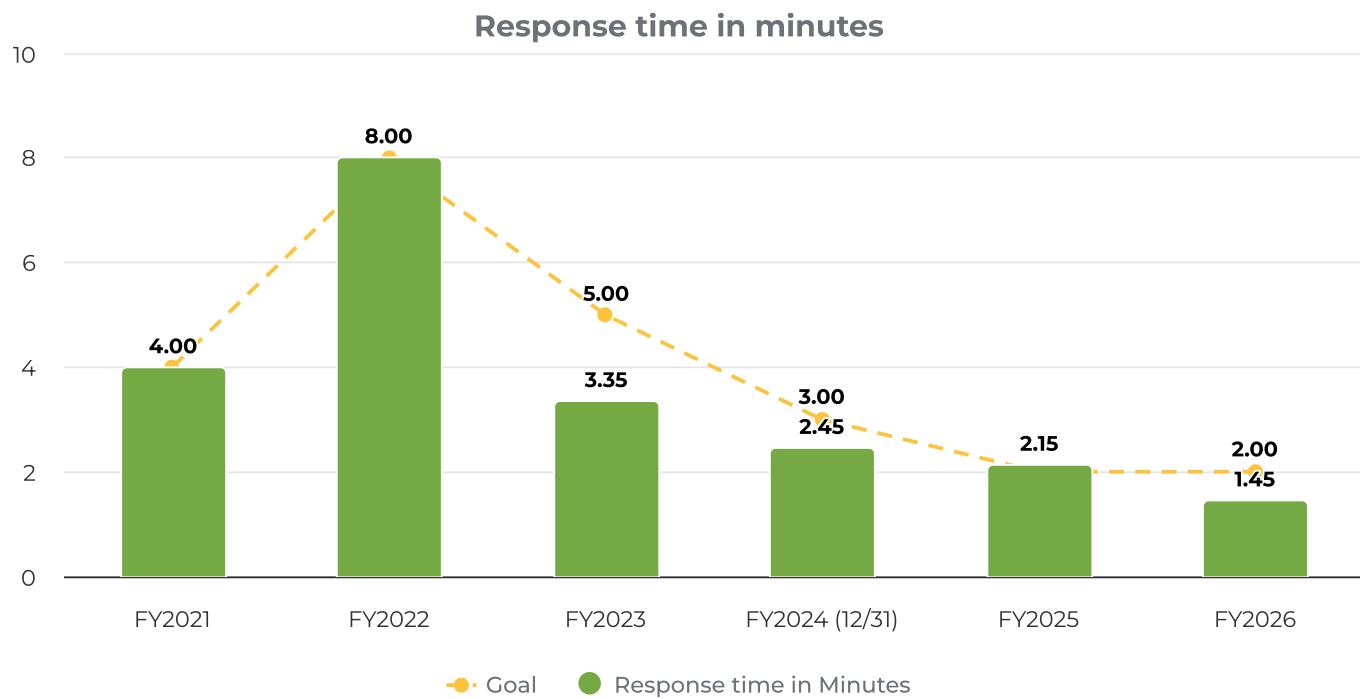


Goals

Ensure the police response is in an efficient and effective manner.



Key Performance Indicators



Action Items

Hire additional police officers for patrol to meet the demand in calls.

Last Update

10/21/2025

Progress



Status



Action Items

Hire additional police officers for patrol to meet the demand in calls.

Status and Progress

Last Update	Progress	Status	Note
10/21/2025	<div><div style="width: 90%;">90%</div></div>	 Future	--
07/1/2024	<div><div style="width: 0%;">0%</div></div>	 Future	No additional police officers are expected at this time.



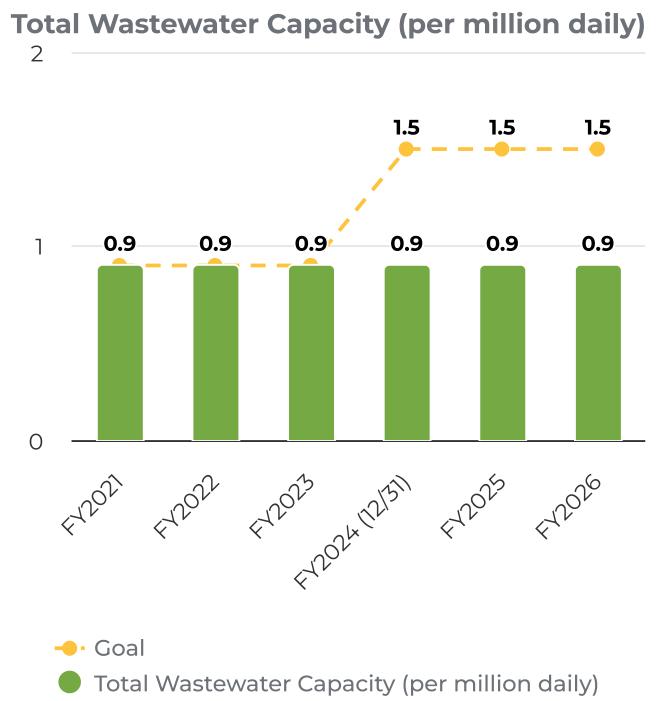
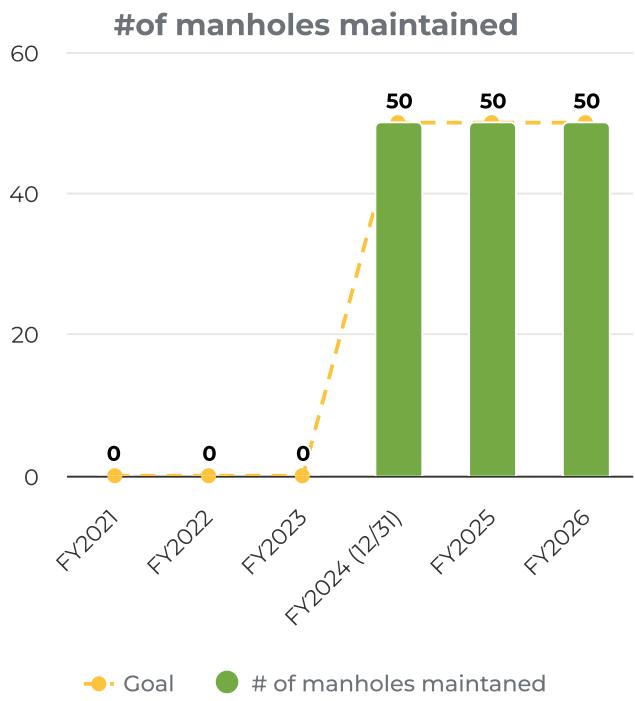
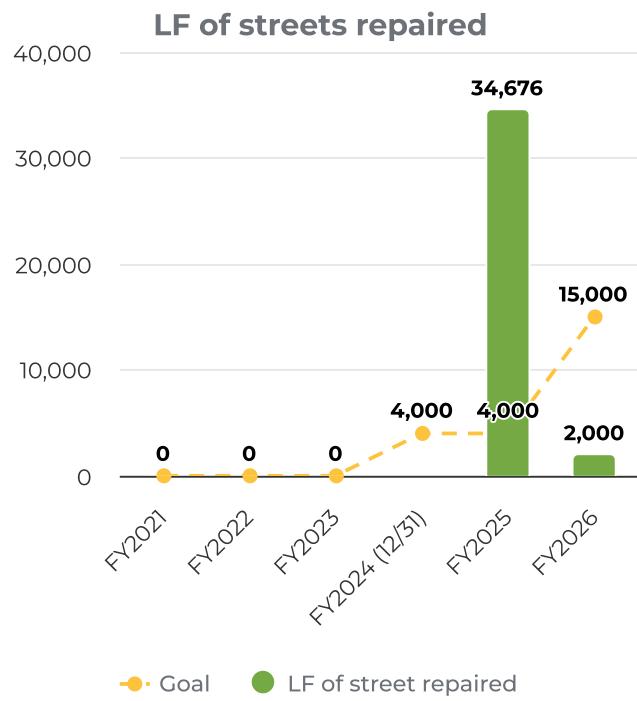
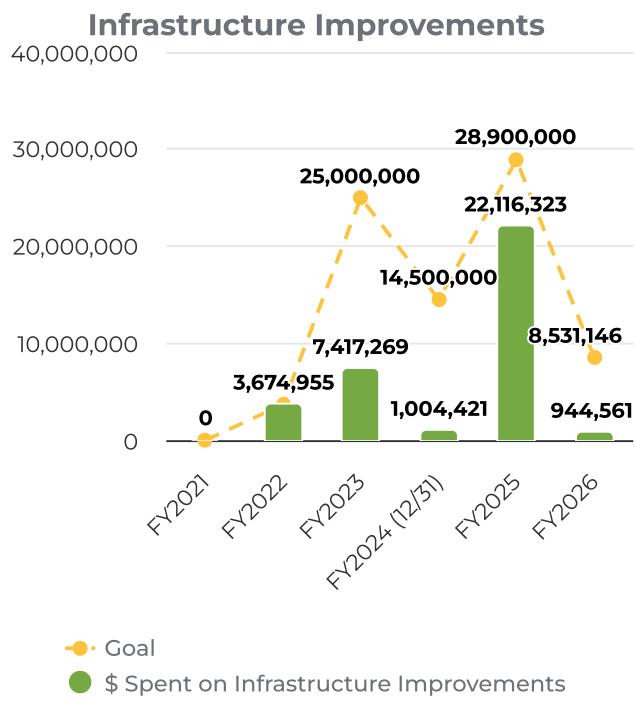
Focus Areas

Infrastructure Improvements

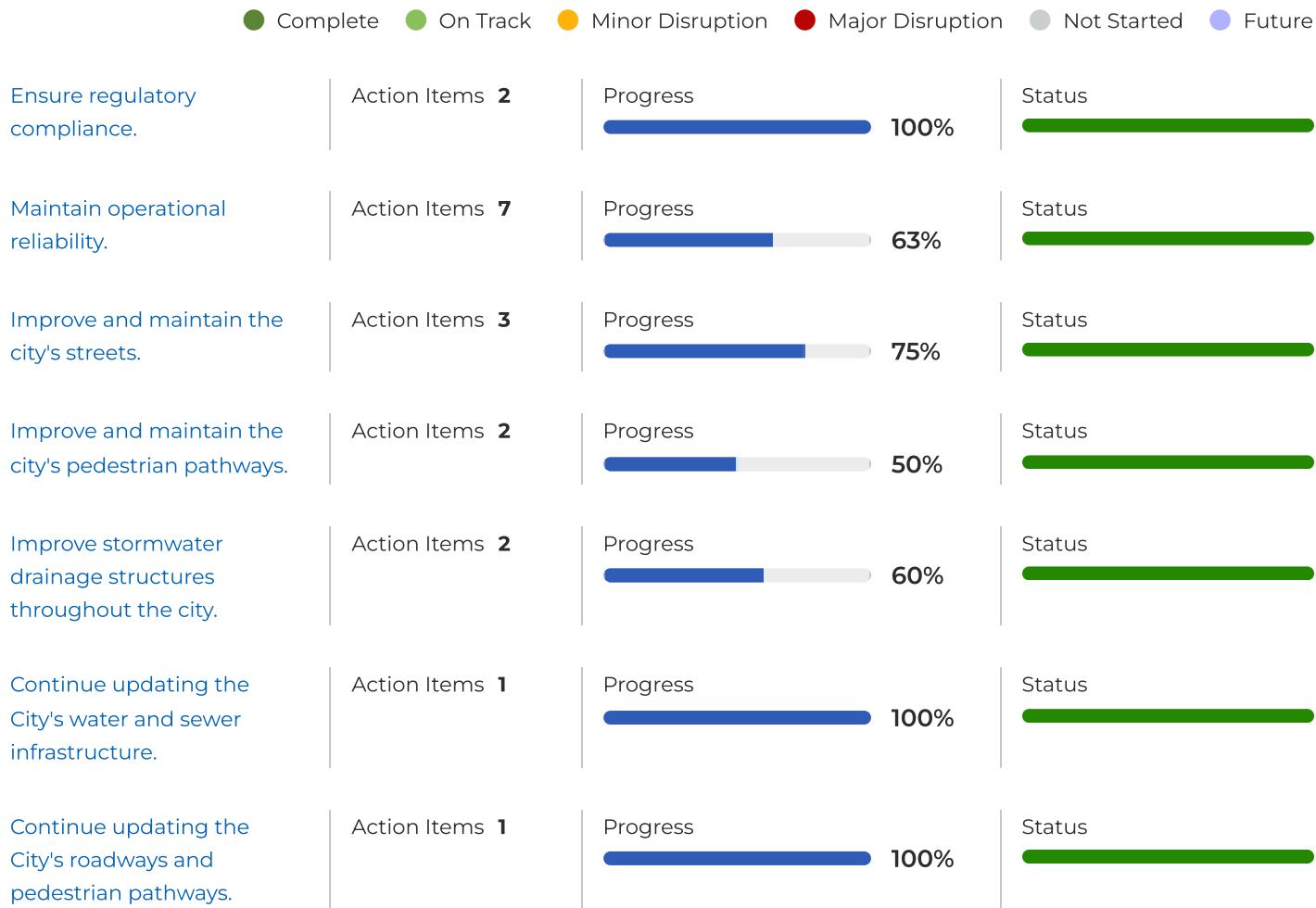
As the City of Flowery Branch continues to bring in new businesses and homes, our infrastructure will experience strain. Our annual road paving and maintenance program has been developed to address the concern of more vehicles on our roadways. SPLOST and Local Resources funds will continue to be utilized for this project. Along with the roadways, our water and sewer plant is aging and unable to continue to provide the needed gallons our city will be demanding. A project is underway to build a new plant that will handle the increased needs, which will continue through FY2025. A new water tower was completed and brought online in FY2024 to assist in the city's water capabilities. Other infrastructure that is a part of this Focus Area is the City's roadways and pedestrian pathways.

**Overall Progress****78% Complete****18 Action Items** On Track**18 Action Items (100%)**

Key Performance Indicators

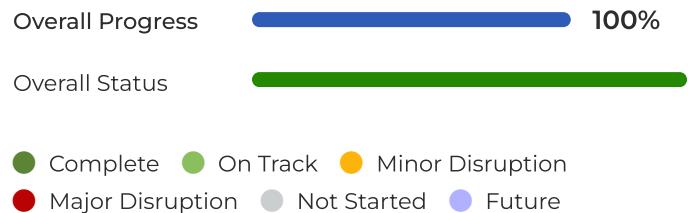
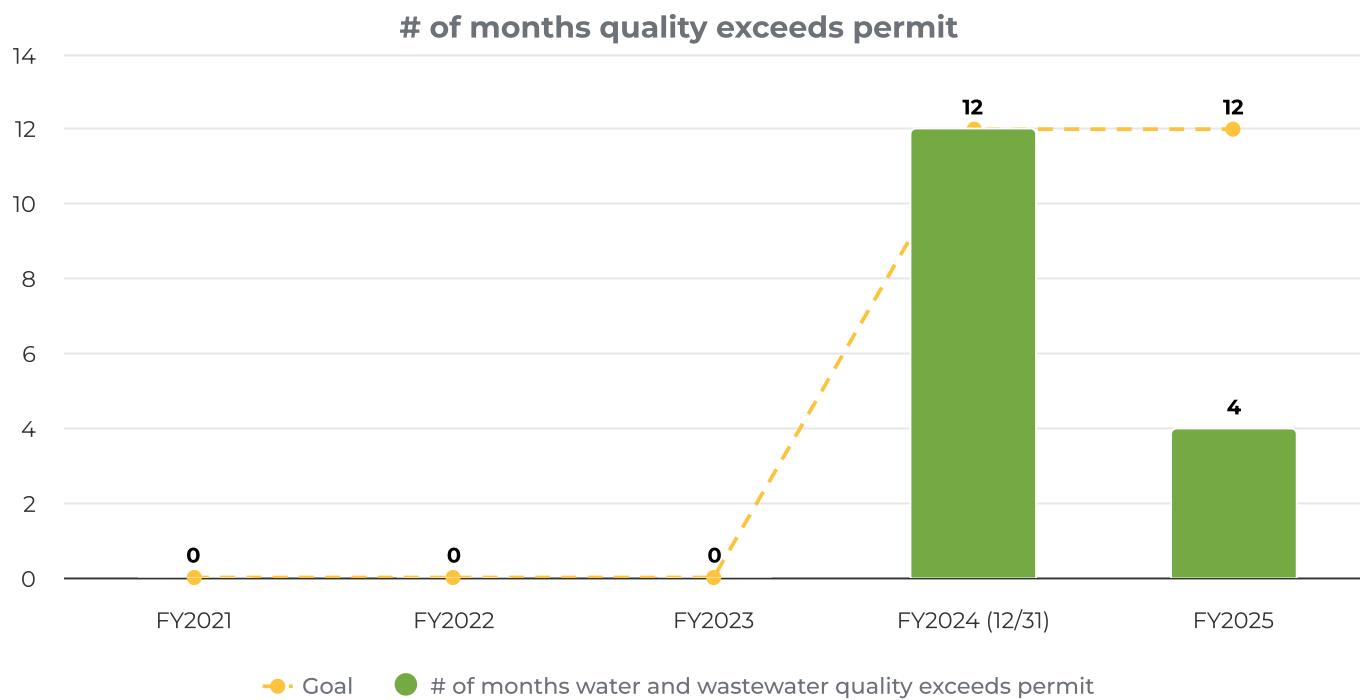


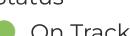
Goals



Goals

Ensure regulatory compliance.

**Key Performance Indicators****Action Items**

Exceed the water and wastewater quality requirements in the discharge permit for all parameters.	Last Update 10/21/2025	Progress  100%	Status  On Track
Ensure reporting to EPD is completed in a timely manner.	Last Update 10/21/2025	Progress  100%	Status  On Track

Action Items

Exceed the water and wastewater quality requirements in the discharge permit for all parameters.

Status and Progress

Last Update 10/21/2025	Progress	<div style="width: 100%;">100%</div>	Status ● On Track	Note --
Last Update 07/1/2024	Progress	<div style="width: 0%;">0%</div>	Status ● On Track	Note Strategic Plan started 07/01/2024.

Action Items

Ensure reporting to EPD is completed in a timely manner.

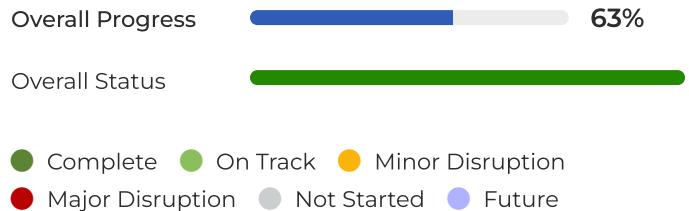
Status and Progress

Last Update	Progress	Status	Note
10/21/2025	<div><div style="width: 100%;">Progress</div></div> 100%	● On Track	--
07/01/2024	<div><div style="width: 0%;">Progress</div></div> 0%	● On Track	Strategic Plan started 07/01/2024.

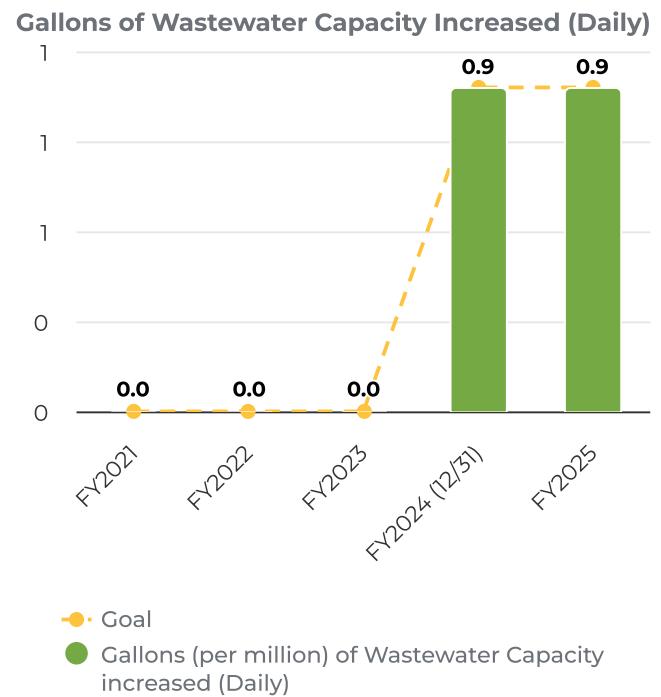
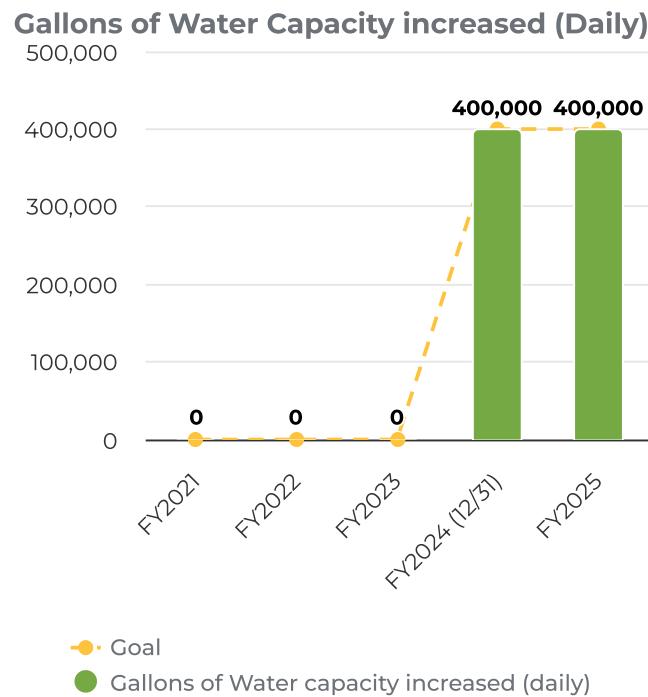


Goals

Maintain operational reliability.



Key Performance Indicators



Action Items

Replace Electronic and Mechanical Equipment in Collection and Distribution system that's over 20 years old.

Last Update **10/21/2025**

Progress 75%

Status On Track

Replace Electronic and Mechanical Equipment at WWTP that's over 20 years old.

Last Update **10/21/2025**

Progress 75%

Status On Track

Complete force main to Gainesville.	Last Update 10/21/2025	Progress <div style="width: 100%;"><div style="width: 100%;">100%</div></div>	Status On Track
Bring wells #4 and #5 online.	Last Update 10/21/2025	Progress <div style="width: 25%;"><div style="width: 25%;">25%</div></div>	Status On Track
Complete the elevated water tank.	Last Update 10/21/2025	Progress <div style="width: 100%;"><div style="width: 100%;">100%</div></div>	Status On Track
Improve existing wastewater outfall line.	Last Update 07/1/2024	Progress <div style="width: 0%;"><div style="width: 0%;">0%</div></div>	Status On Track
Upgrade existing plant to newer technology to increase plant capacity and efficiency.	Last Update 10/21/2025	Progress <div style="width: 65%;"><div style="width: 65%;">65%</div></div>	Status On Track

Action Items

Replace Electronic and Mechanical Equipment in Collection and Distribution system that's over 20 years old.

Status and Progress

Last Update	Progress	Status	Note
10/21/2025	<div><div style="width: 75%;">75%</div></div>	 On Track	--
07/01/2024	<div><div style="width: 0%;">0%</div></div>	 On Track	Strategic Plan started 07/01/2024.



Action Items

Replace Electronic and Mechanical Equipment at WWTP that's over 20 years old.

Status and Progress

Last Update	Progress	Status	Note
10/21/2025	<div><div style="width: 75%;">75%</div></div>	 On Track	--
07/1/2024	<div><div style="width: 0%;">0%</div></div>	 On Track	Strategic Plan started 07/01/2024.



Action Items

Complete force main to Gainesville.

Status and Progress

Last Update	Progress	Status	Note
10/21/2025	<div><div style="width: 100%;">Progress</div></div> 100%	● On Track	--
07/01/2024	<div><div style="width: 0%;">Progress</div></div> 0%	● On Track	Note Strategic Plan started 07/01/2024.



Action Items

Bring wells #4 and #5 online.

Status and Progress

Last Update	Progress	Status	Note
10/21/2025	<div><div style="width: 25%;">25%</div></div>	On Track	--
07/01/2024	<div><div style="width: 0%;">0%</div></div>	On Track	Strategic Plan started 07/01/2024.



Action Items

Complete the elevated water tank.

Status and Progress

Last Update	Progress	Status	Note
10/21/2025	<div><div style="width: 100%;">Progress</div></div> 100%	● On Track	--
07/01/2024	<div><div style="width: 0%;">Progress</div></div> 0%	● On Track	<p>Note</p> <p>Additional upgrades are scheduled for FY2025.</p>



Action Items

Improve existing wastewater outfall line.

Status and Progress

Last Update
07/1/2024

Progress
 0%

Status
 On Track

Note
Strategic Plan started 07/01/2024.



Action Items

Upgrade existing plant to newer technology to increase plant capacity and efficiency.

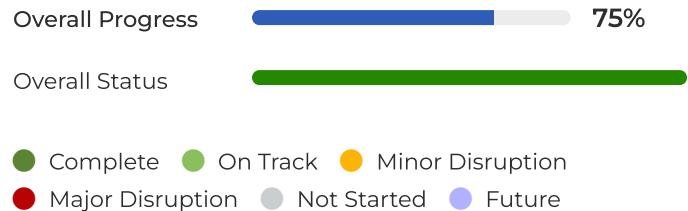
Status and Progress

Last Update	Progress	Status	Note
10/21/2025	<div><div style="width: 65%;">65%</div></div>	 On Track	--
11/4/2024	<div><div style="width: 25%;">25%</div></div>	 On Track	--
07/1/2024	<div><div style="width: 0%;">0%</div></div>	 On Track	Strategic Plan started 07/01/2024.

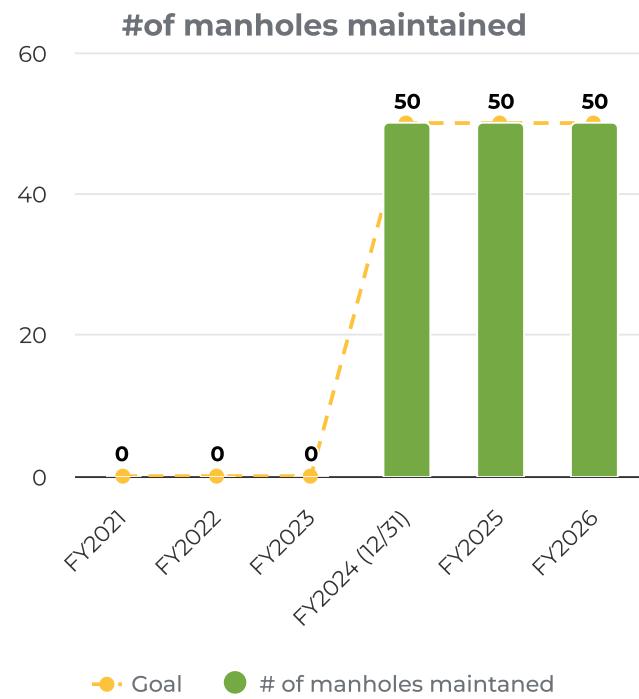
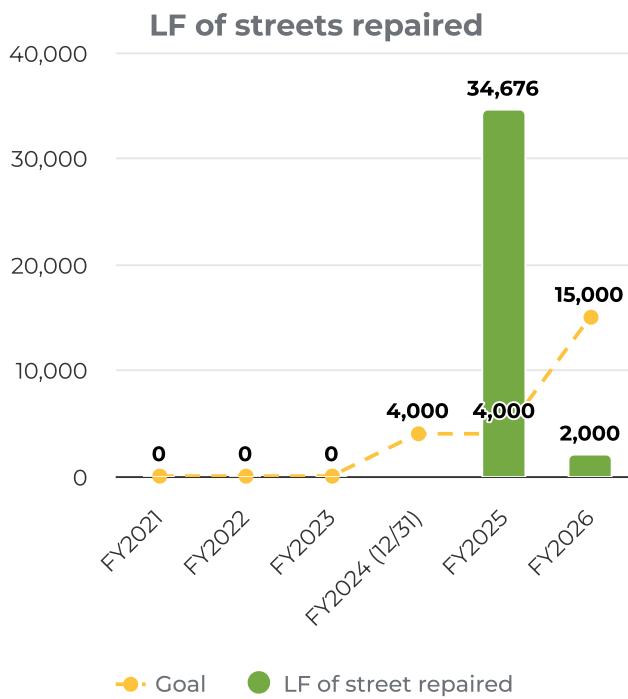


Goals

Improve and maintain the city's streets.



Key Performance Indicators



Action Items

Order and place/replace street signage.	Last Update 10/21/2025	Progress	75%	Status ● On Track
Repair damaged streets to increase useful life.	Last Update 10/21/2025	Progress	75%	Status ● On Track
Raise existing manholes, that have been covered, to ensure accessibility.	Last Update 10/21/2025	Progress	75%	Status ● On Track

Action Items

Order and place/street signage.

Status and Progress

Last Update	Progress	Status	Note
10/21/2025	<div><div style="width: 75%;">75%</div></div>	On Track	--
11/4/2024	<div><div style="width: 25%;">25%</div></div>	On Track	--
07/1/2024	<div><div style="width: 0%;">0%</div></div>	On Track	Strategic Plan started 07/01/2024.



Action Items

Repair damaged streets to increase useful life.

Status and Progress

Last Update	Progress	Status	Note
10/21/2025	<div><div style="width: 75%;">75%</div></div>	On Track	--
11/4/2024	<div><div style="width: 33%;">33%</div></div>	On Track	--
07/1/2024	<div><div style="width: 0%;">0%</div></div>	On Track	Strategic Plan started 07/01/2024.



Action Items

Raise existing manholes, that have been covered, to ensure accessibility.

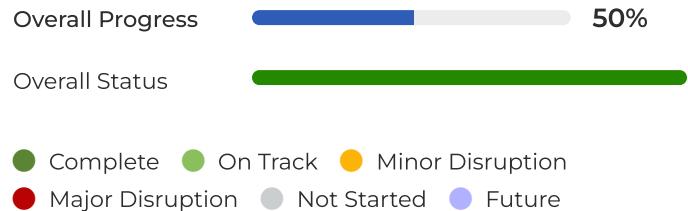
Status and Progress

Last Update	Progress	Status	Note
10/21/2025	<div><div style="width: 75%;">75%</div></div>	On Track	--
11/4/2024	<div><div style="width: 25%;">25%</div></div>	On Track	--
07/1/2024	<div><div style="width: 0%;">0%</div></div>	On Track	Strategic Plan started 07/01/2024.

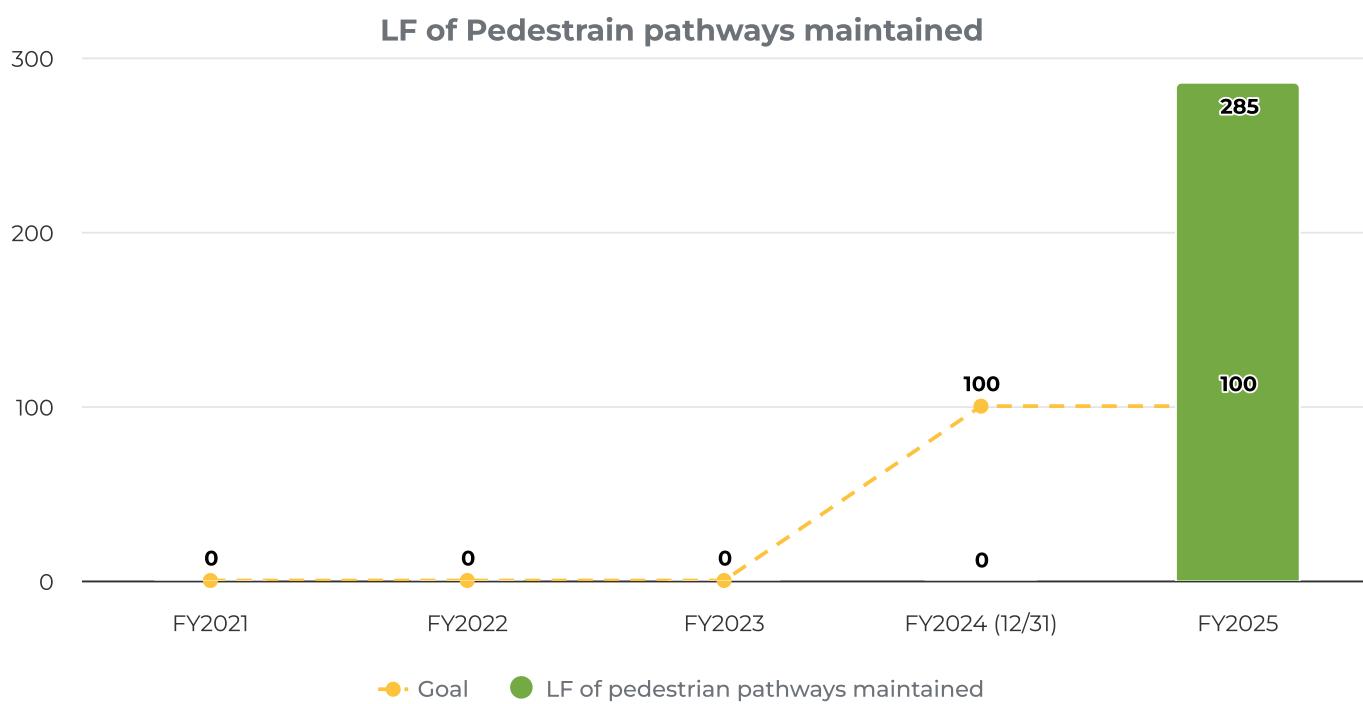


Goals

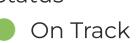
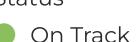
Improve and maintain the city's pedestrian pathways.



Key Performance Indicators



Action Items

Develop and implement sidewalk plan.	Last Update 10/21/2025	Progress  50%	Status  On Track
Inspect, cut and replace existing sidewalks.	Last Update 10/21/2025	Progress  50%	Status  On Track

Action Items

Develop and implement sidewalk plan.

Status and Progress

Last Update	Progress	Status	Note
10/21/2025	<div><div style="width: 50%;">50%</div></div>	On Track	--
11/4/2024	<div><div style="width: 25%;">25%</div></div>	On Track	--
07/1/2024	<div><div style="width: 0%;">0%</div></div>	On Track	Strategic Plan started 07/01/2024.



Action Items

Inspect, cut and replace existing sidewalks.

Status and Progress

Last Update	Progress	Status	Note
10/21/2025	<div><div style="width: 50%;">50%</div></div>	 On Track	--
11/4/2024	<div><div style="width: 25%;">25%</div></div>	 On Track	--
07/1/2024	<div><div style="width: 0%;">0%</div></div>	 On Track	Strategic Plan started 07/01/2024.

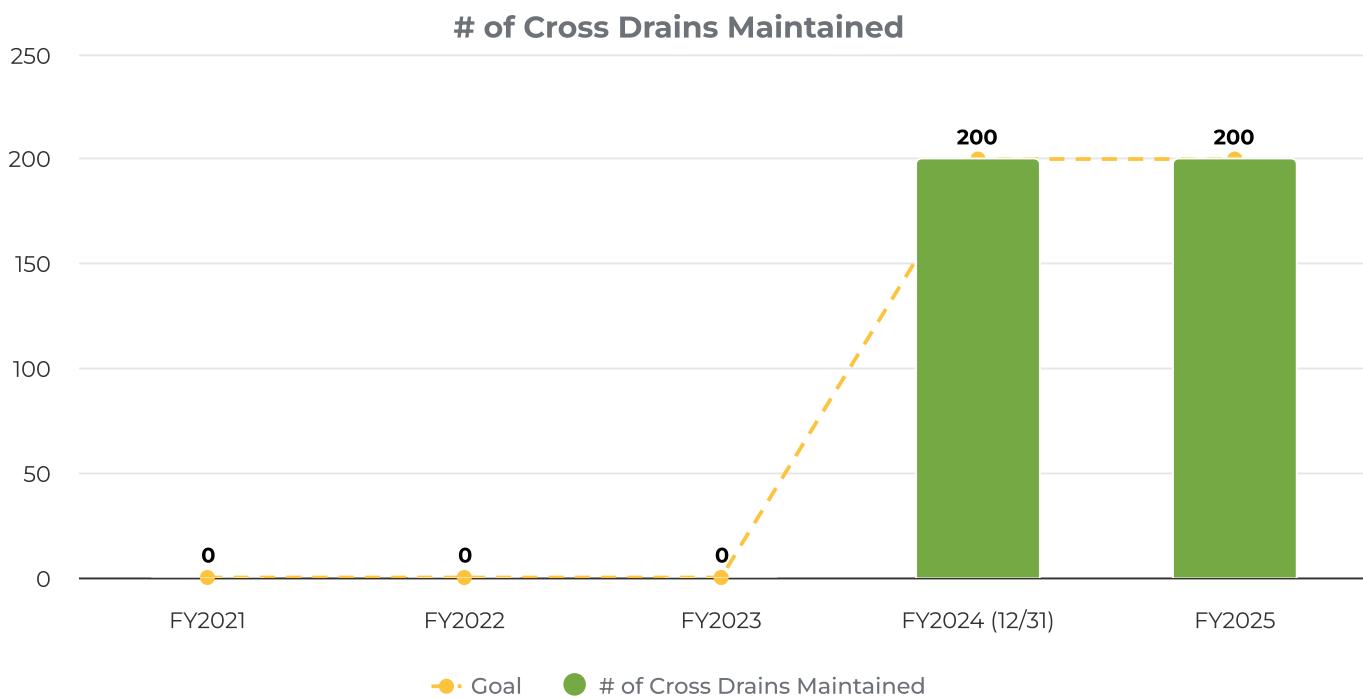


Goals

Improve stormwater drainage structures throughout the city.



Key Performance Indicators



Action Items

Clean, mow, and excavate drainage structures and ditches throughout the city.	Last Update 10/21/2025	Progress	<div style="width: 45%;">45%</div>	Status On Track
Maintain or replace cross drains.	Last Update 10/21/2025	Progress	<div style="width: 75%;">75%</div>	Status On Track

Action Items

Clean, mow, and excavate drainage structures and ditches throughout the city.

Status and Progress

Last Update	Progress	Status	Note
10/21/2025	<div><div style="width: 45%;">45%</div></div>	On Track	--
11/4/2024	<div><div style="width: 25%;">25%</div></div>	On Track	--
07/1/2024	<div><div style="width: 0%;">0%</div></div>	On Track	Strategic Plan started 07/01/2024.



Action Items

Maintain or replace cross drains.

Status and Progress

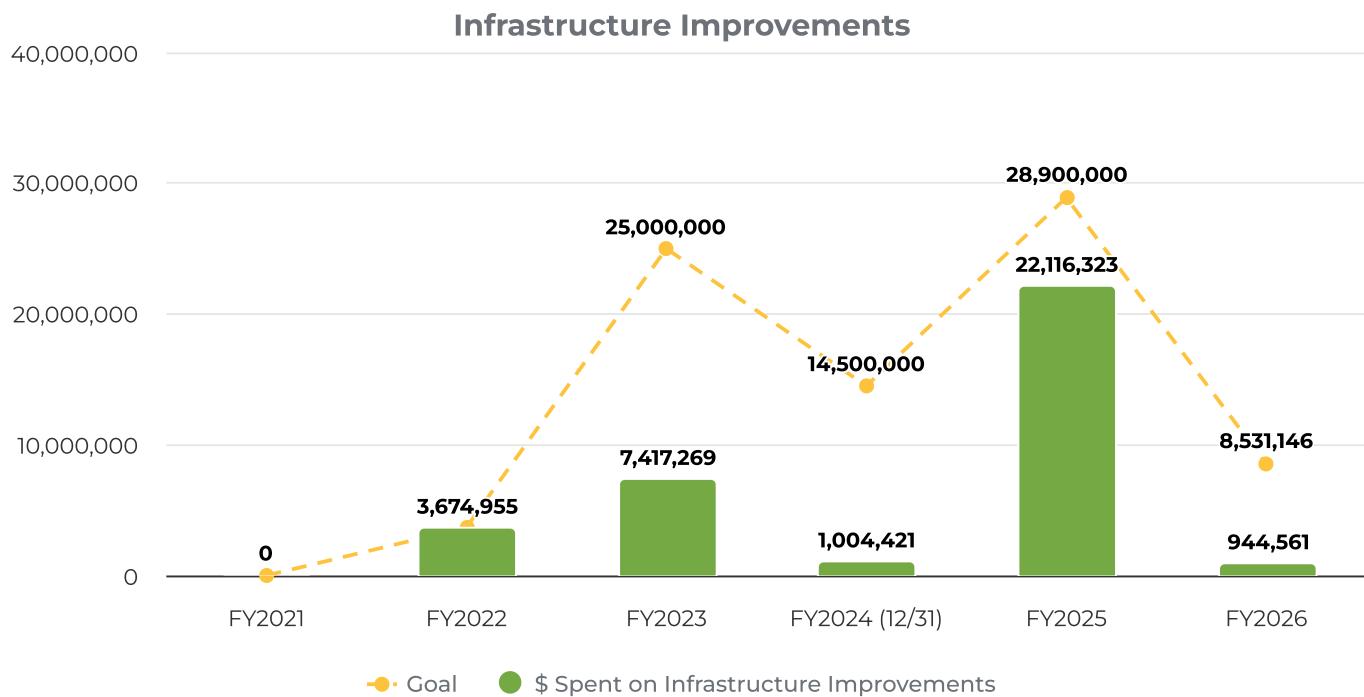
Last Update	Progress	Status	Note
10/21/2025	<div><div style="width: 75%;">75%</div></div>	 On Track	--
11/4/2024	<div><div style="width: 25%;">25%</div></div>	 On Track	--
07/1/2024	<div><div style="width: 0%;">0%</div></div>	 On Track	Strategic Plan started 07/01/2024.

Goals

Continue updating the City's water and sewer infrastructure.



Key Performance Indicators



Action Items

\$ Spent on Infrastructure Improvements

Last Update

10/21/2025

Progress



Status



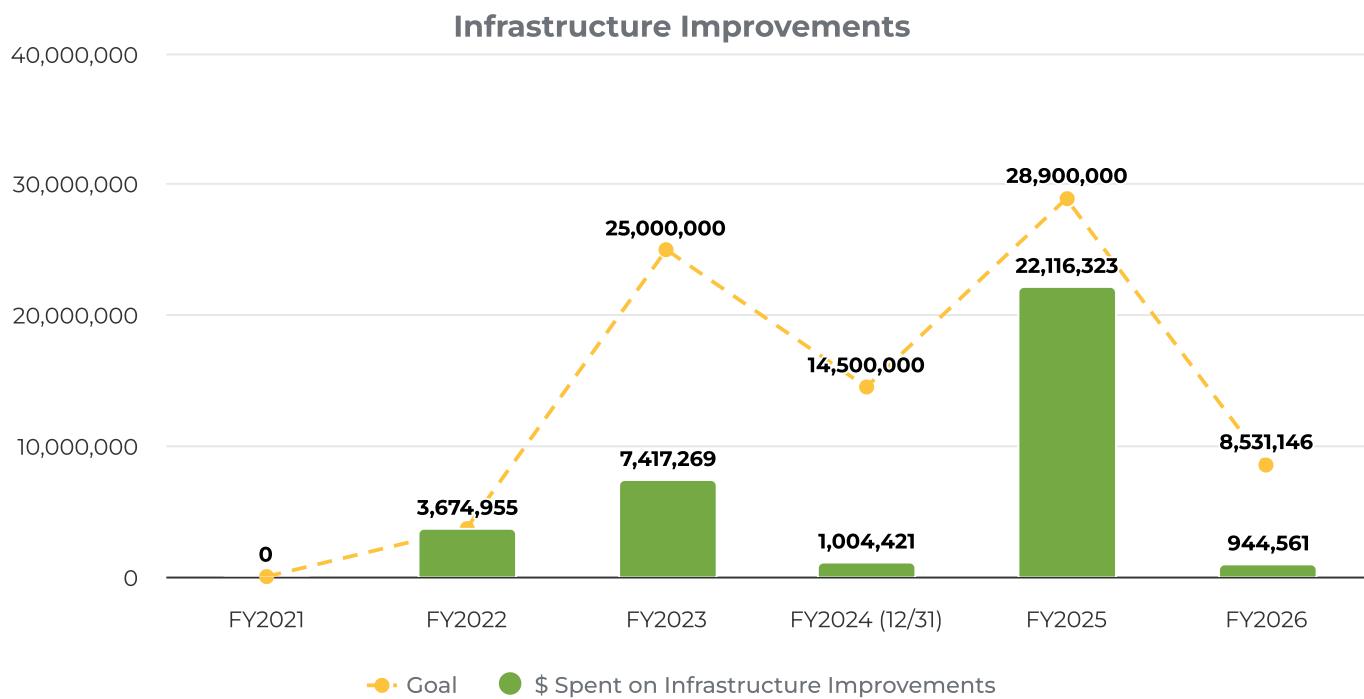
Action Items

\$ Spent on Infrastructure Improvements

Status and Progress

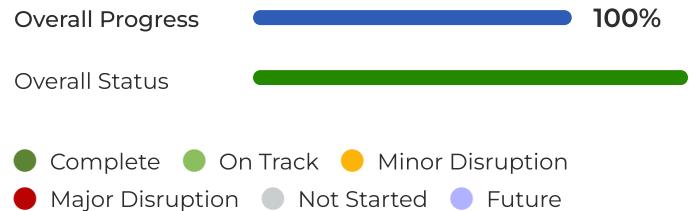
Last Update	Progress	Status	Note
10/21/2025	<div style="width: 100%;">100%</div>	On Track	--
11/4/2024	<div style="width: 33%; background-color: #ccc;">33%</div>	On Track	--
07/1/2024	<div style="width: 0%; background-color: #ccc;">0%</div>	On Track	Strategic Plan started 07/01/2024.

Key Performance Indicators

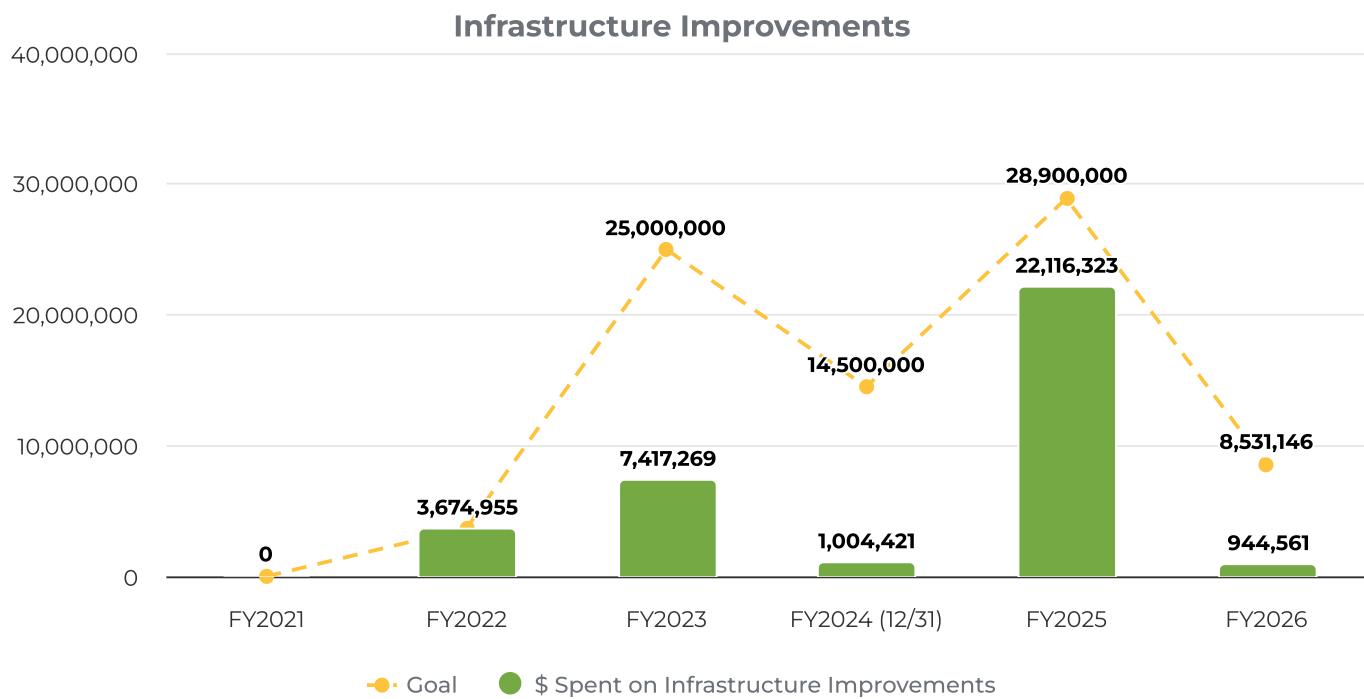


Goals

Continue updating the City's roadways and pedestrian pathways.



Key Performance Indicators



Action Items

[\\$ Spent on Infrastructure Improvements](#)

Last Update

10/21/2025

Progress

100%

Status

On Track

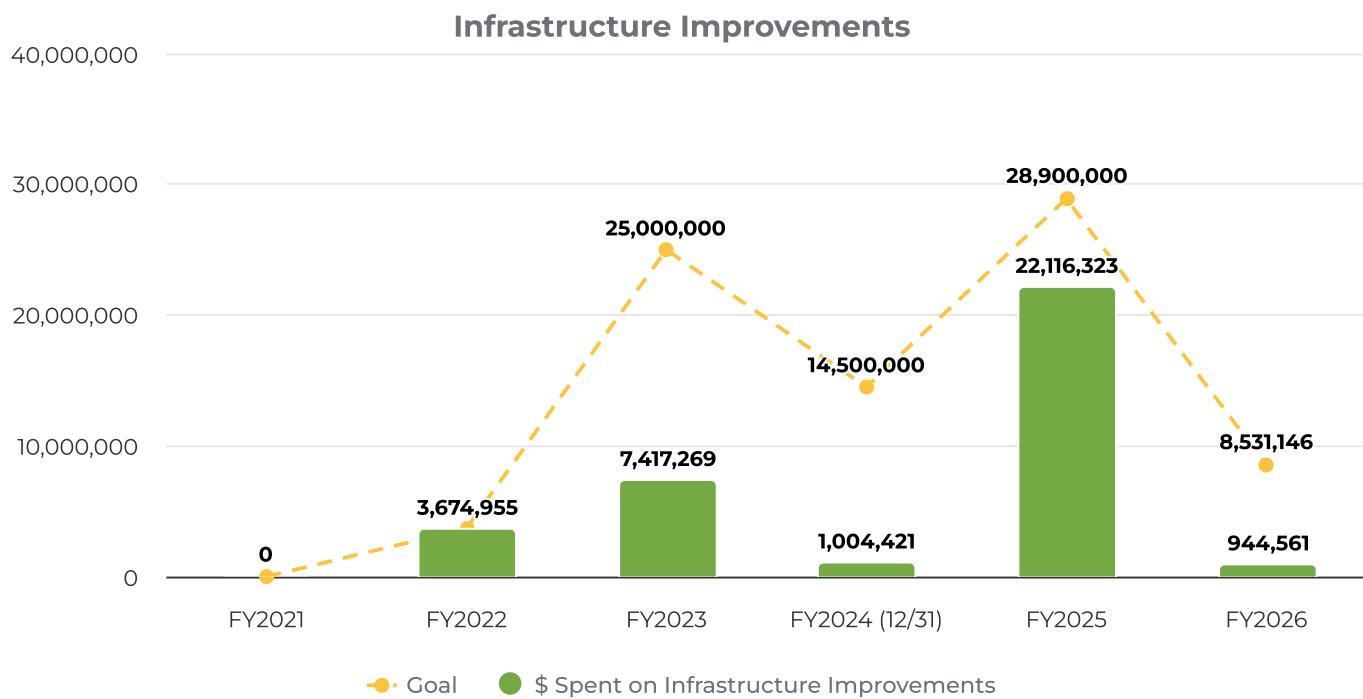
Action Items

\$ Spent on Infrastructure Improvements

Status and Progress

Last Update	Progress	Status	Note
10/21/2025	<div style="width: 100%;">100%</div>	● On Track	--
11/4/2024	<div style="width: 33%; background-color: #ccc;">33%</div>	● On Track	--
07/1/2024	<div style="width: 0%; background-color: #ccc;">0%</div>	● On Track	Strategic Plan started 07/01/2024.

Key Performance Indicators



Focus Areas

Internal Operations

Internal Operations is another Focus Area that will remain in the Strategic Plan. With the growth that the city has been experiencing over the past several years, there has been an increased need in the number of employees required to continue providing services to the community. As with any growth, it requires a look at several areas of the city. This includes functions and items such as technology, reporting, compliance and regulations, and records management. Every internal operation impacts the mission of the City and should consistently be monitored for success.



Overall Progress

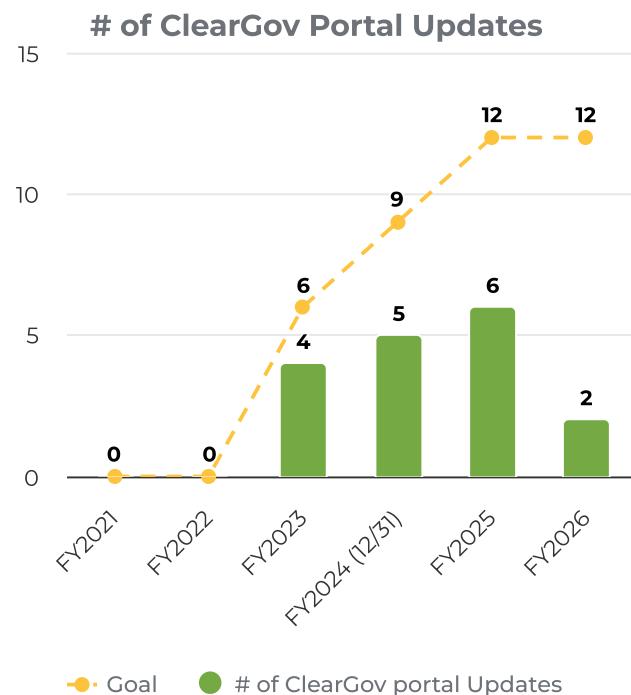
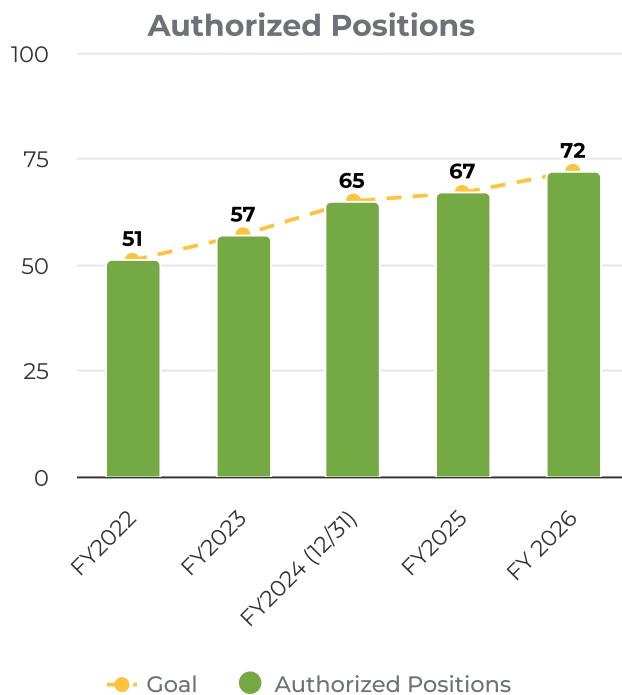
73% Complete

17 Action Items

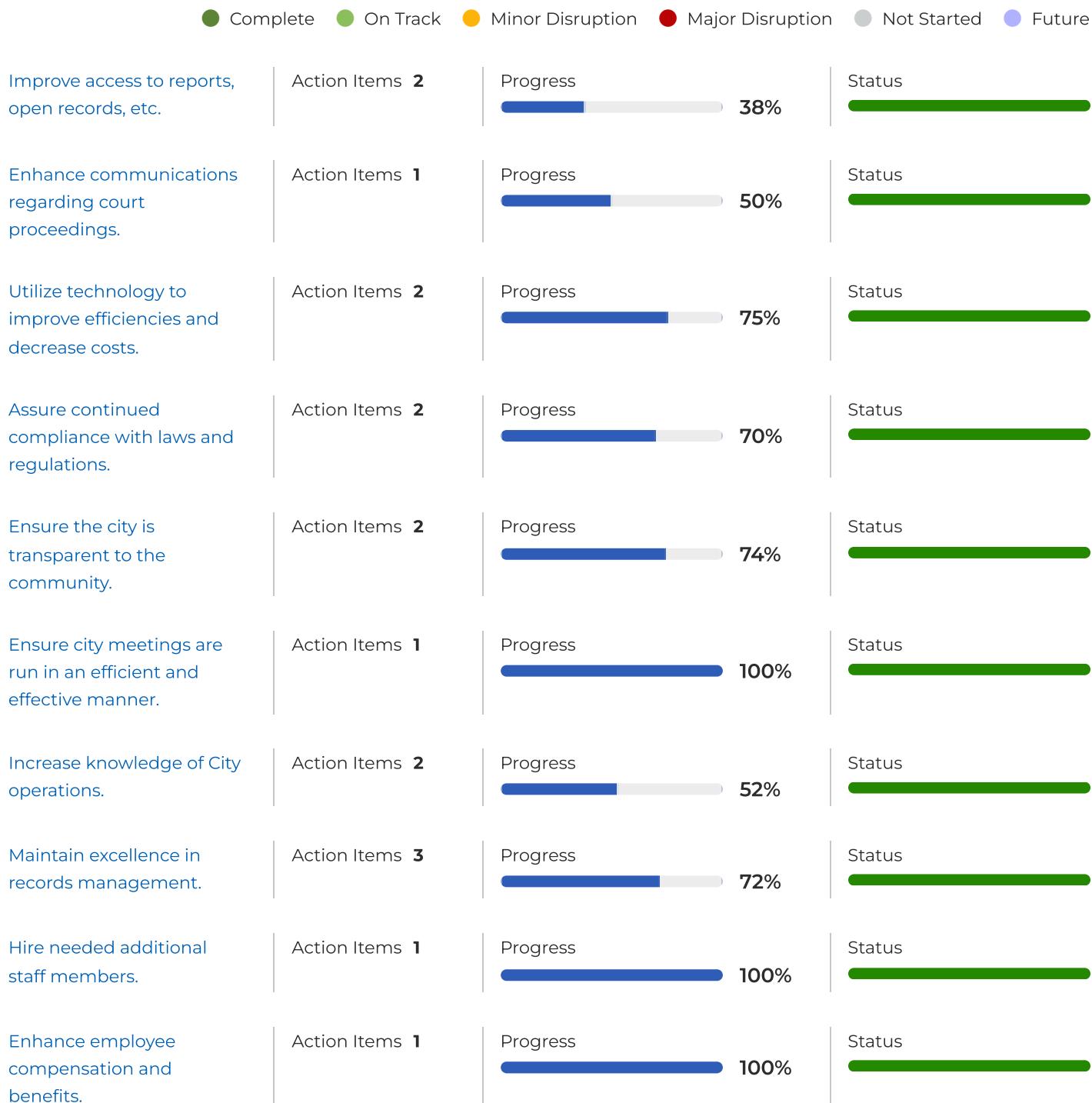
● On Track

17 Action Items (100%)

Key Performance Indicators



Goals

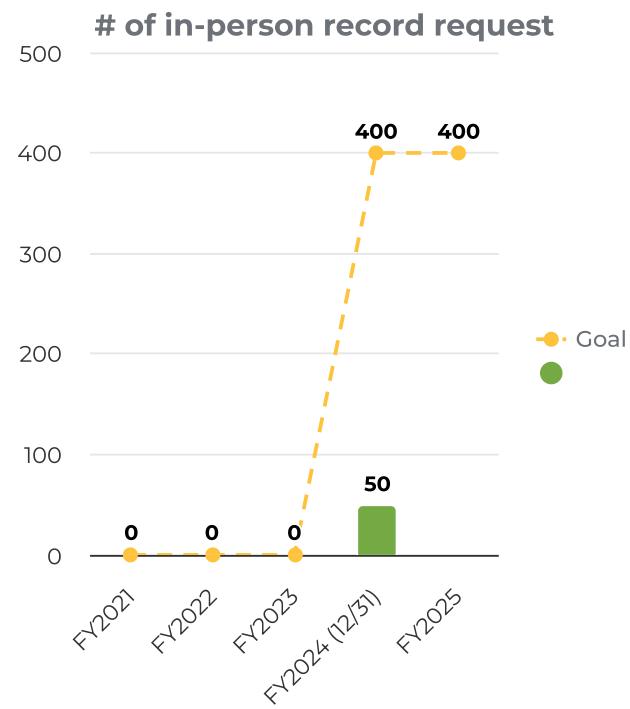
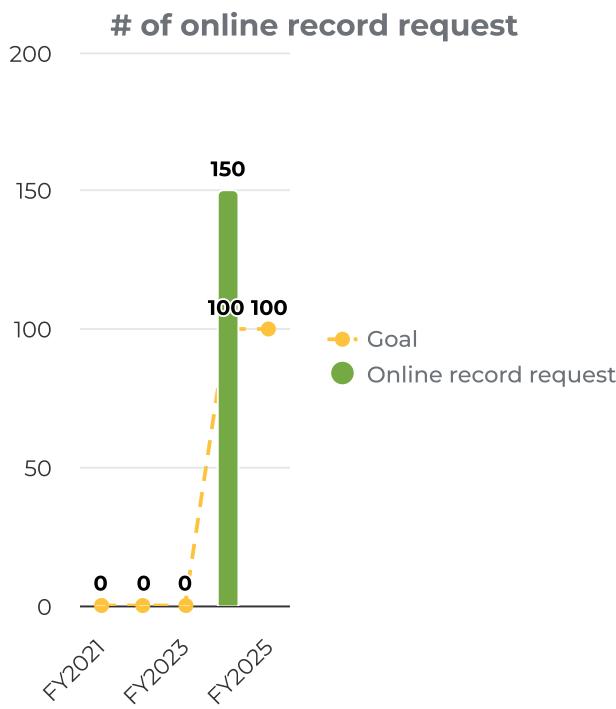


Goals

Improve access to reports, open records, etc.



Key Performance Indicators



Action Items

Find a software editing company that would allow us to redact videos for open records.

Last Update **11/4/2024**

Progress



Status
On Track

Explore and implement online access to reports, open records, etc.

Last Update **10/21/2025**

Progress



Status
On Track

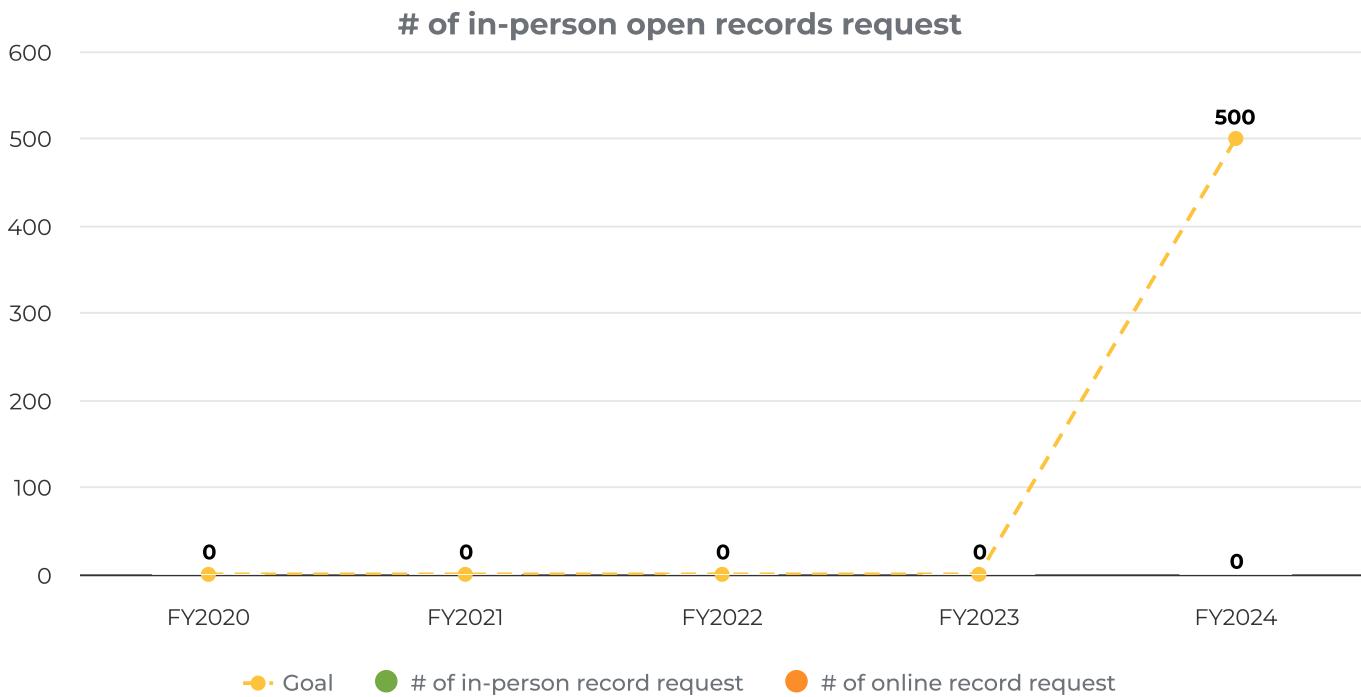
Action Items

Find a software editing company that would allow us to redact videos for open records.

Status and Progress

Last Update 11/4/2024	Progress	25%	Status ● On Track	Note --
Last Update 07/1/2024	Progress	0%	Status ● On Track	Note Strategic Plan started 07/01/2024.

Key Performance Indicators

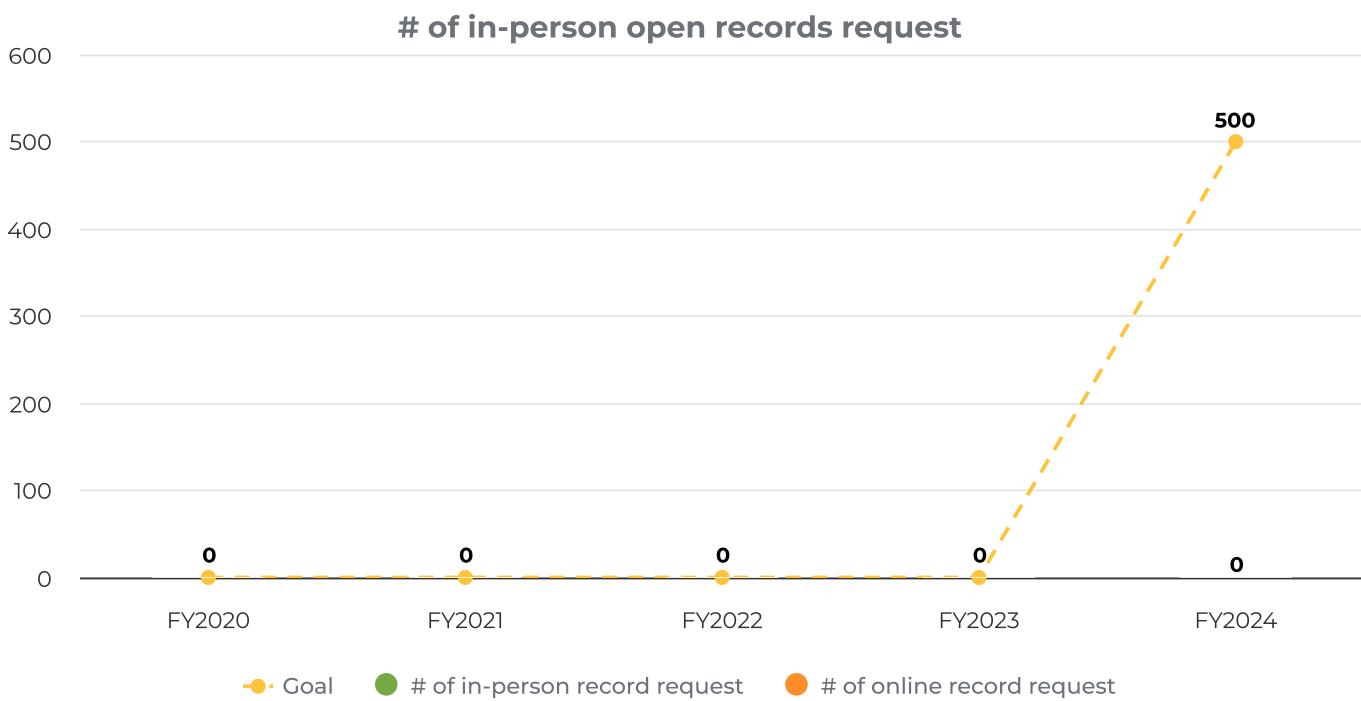


Action Items

Explore and implement online access to reports, open records, etc.

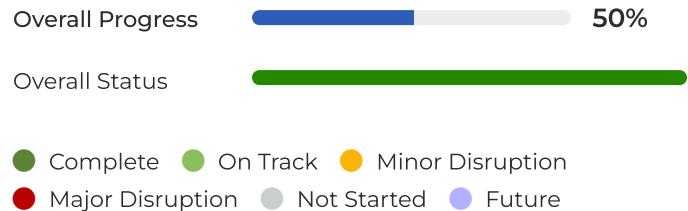
Status and Progress

Last Update	Progress	Status	Note
10/21/2025	<div style="width: 50%;"><div style="width: 100%;">Progress</div></div> 50%	● On Track	--
11/4/2024	<div style="width: 25%;"><div style="width: 100%;">Progress</div></div> 25%	● On Track	--
07/1/2024	<div style="width: 0%;"><div style="width: 100%;">Progress</div></div> 0%	● On Track	Strategic Plan started 07/01/2024.

Key Performance Indicators

Goals

Enhance communications regarding court proceedings.



Action Items

Explore and implement a process to allow mass communication notification for defendants to receive court information.	Last Update 10/21/2025	Progress  50%	Status  On Track
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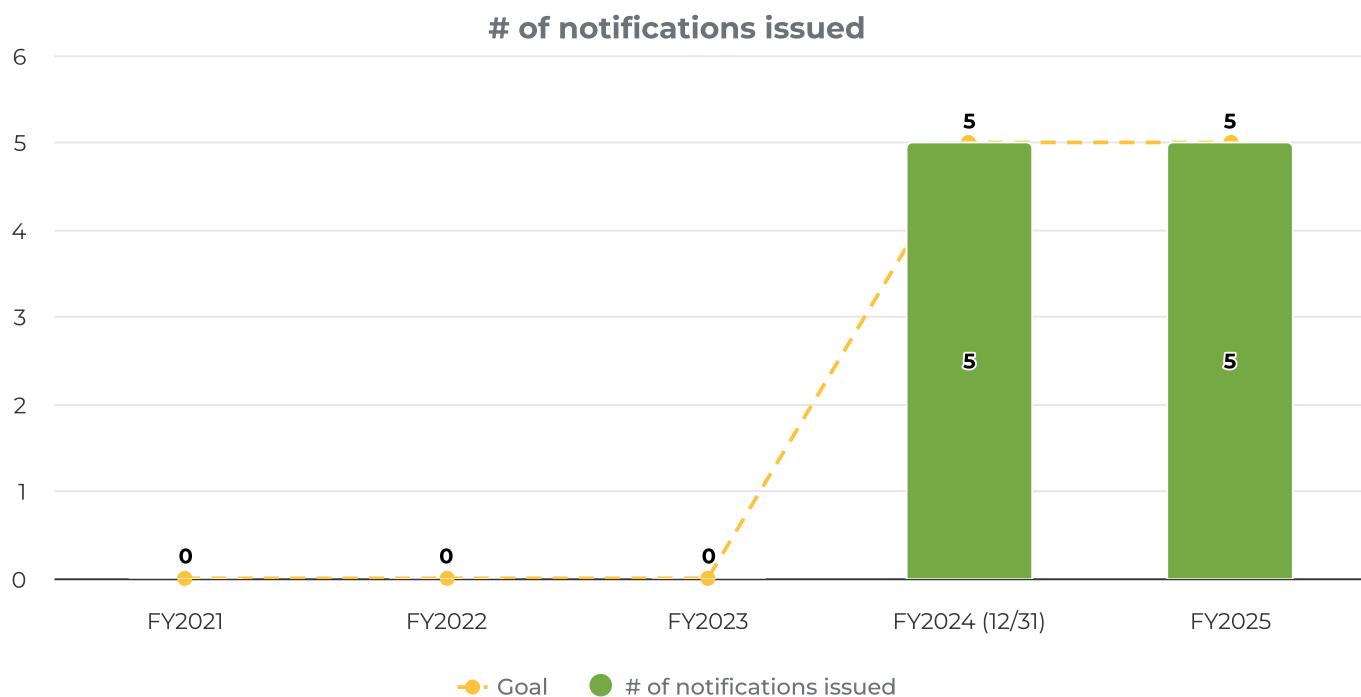
Action Items

Explore and implement a process to allow mass communication notification for defendants to receive court information.

Status and Progress

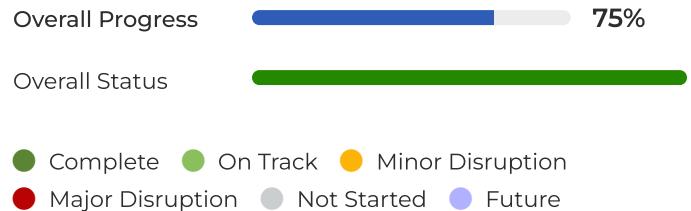
Last Update	Progress	Status	Note
10/21/2025	<div style="width: 50%;">50%</div>	● On Track	--
11/4/2024	<div style="width: 25%;">25%</div>	● On Track	--
07/1/2024	<div style="width: 0%;">0%</div>	● On Track	Strategic Plan started 07/01/2024.

Key Performance Indicators



Goals

Utilize technology to improve efficiencies and decrease costs.



Action Items

Continue to implement necessary modules in the financial software.	Last Update 04/9/2025	Progress  75%	Status  On Track
Research and implement alternative ways to collect payments.	Last Update 04/9/2025	Progress  75%	Status  On Track

Action Items

Continue to implement necessary modules in the financial software.

Status and Progress

Last Update	Progress	Status	Note
04/9/2025	<div><div style="width: 75%;">75%</div></div>	On Track	--
11/4/2024	<div><div style="width: 50%;">50%</div></div>	On Track	--
07/1/2024	<div><div style="width: 0%;">0%</div></div>	On Track	Strategic Plan started 07/01/2024.



Action Items

Research and implement alternative ways to collect payments.

Status and Progress

Last Update	Progress	Status	Note
04/9/2025	<div><div style="width: 75%;">75%</div></div>	On Track	--
11/4/2024	<div><div style="width: 50%;">50%</div></div>	On Track	--
07/1/2024	<div><div style="width: 0%;">0%</div></div>	On Track	Strategic Plan started 07/01/2024.



Goals

Assure continued compliance with laws and regulations.



Action Items

Continue training in the state purchasing guidelines.	Last Update 04/9/2025	Progress  70%	Status  On Track
Work with auditor to implement necessary GASB statements.	Last Update 04/9/2025	Progress  70%	Status  On Track

Action Items

Continue training in the state purchasing guidelines.

Status and Progress

Last Update	Progress	Status	Note
04/9/2025	<div><div style="width: 70%;">70%</div></div>	On Track	--
11/4/2024	<div><div style="width: 25%;">25%</div></div>	On Track	--
07/1/2024	<div><div style="width: 0%;">0%</div></div>	On Track	Strategic Plan started 07/01/2024.



Action Items

Work with auditor to implement necessary GASB statements.

Status and Progress

Last Update	Progress	Status	Note
04/9/2025	<div><div style="width: 70%;">70%</div></div>	On Track	--
11/4/2024	<div><div style="width: 33%;">33%</div></div>	On Track	--
07/1/2024	<div><div style="width: 0%;">0%</div></div>	On Track	Strategic Plan started 07/01/2024.

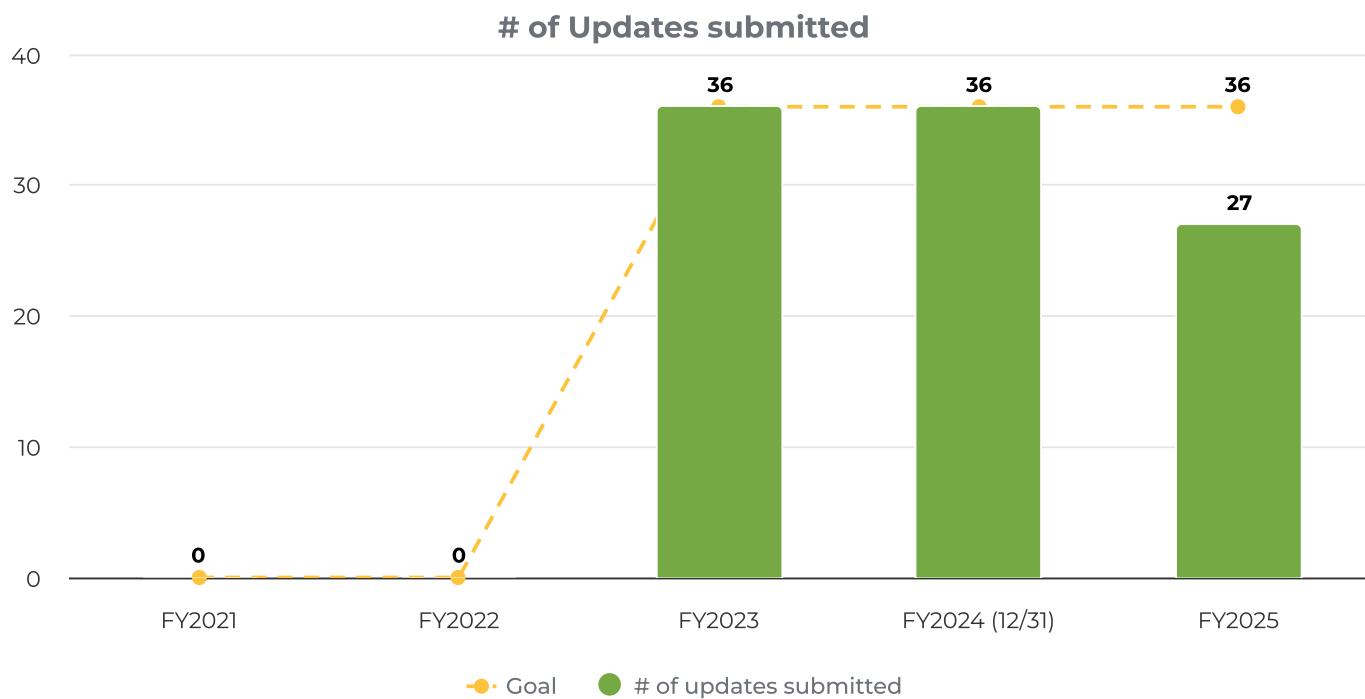


Goals

Ensure the city is transparent to the community.



Key Performance Indicators



Action Items

Keep the community informed of progress on all capital projects.	Last Update 04/9/2025	Progress		Status On Track
Keep the council informed on all city operations.	Last Update 04/9/2025	Progress		Status On Track

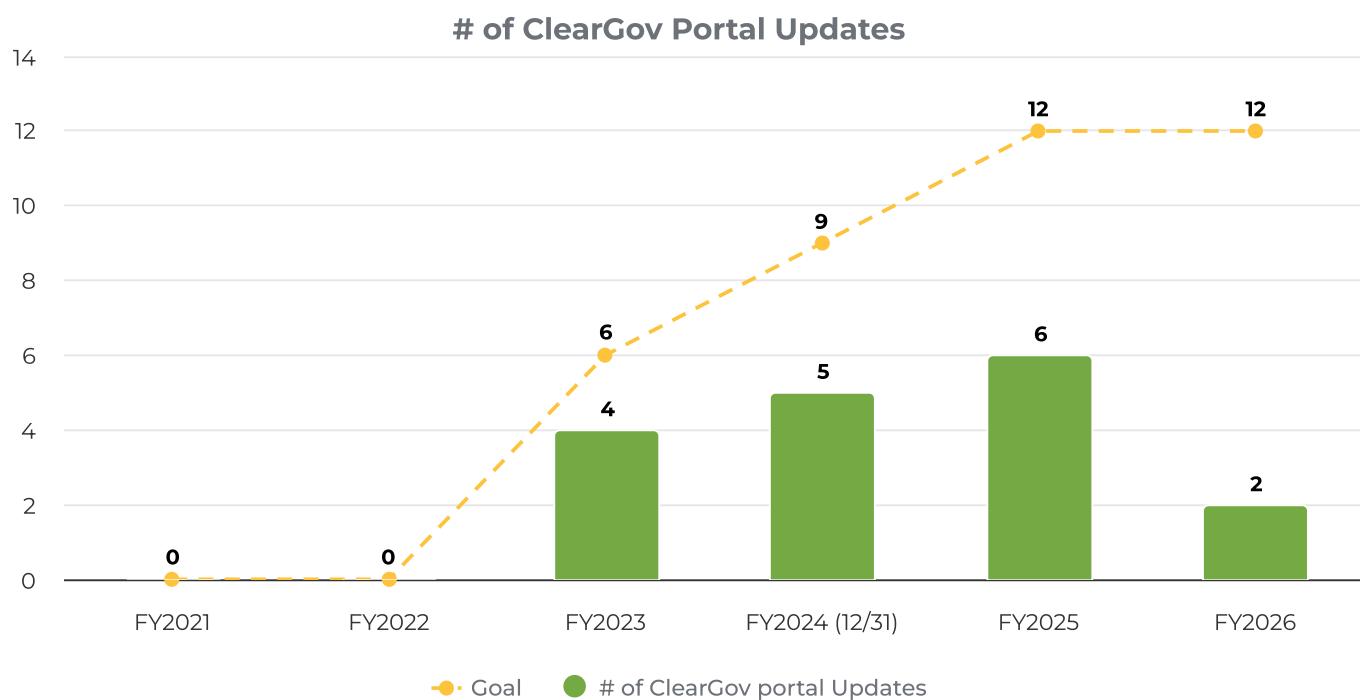
Action Items

Keep the community informed of progress on all capital projects.

Status and Progress

Last Update	Progress	Status	Note
04/9/2025	<div style="width: 69%;"><div style="width: 69%;"></div></div> 69%	● On Track	--
04/9/2025	<div style="width: 74%;"><div style="width: 74%;"></div></div> 74%	● On Track	--
11/4/2024	<div style="width: 25%;"><div style="width: 25%;"></div></div> 25%	● On Track	--
07/1/2024	<div style="width: 0%;"><div style="width: 0%;"></div></div> 0%	● On Track	Strategic Plan started 07/01/2024.

Key Performance Indicators



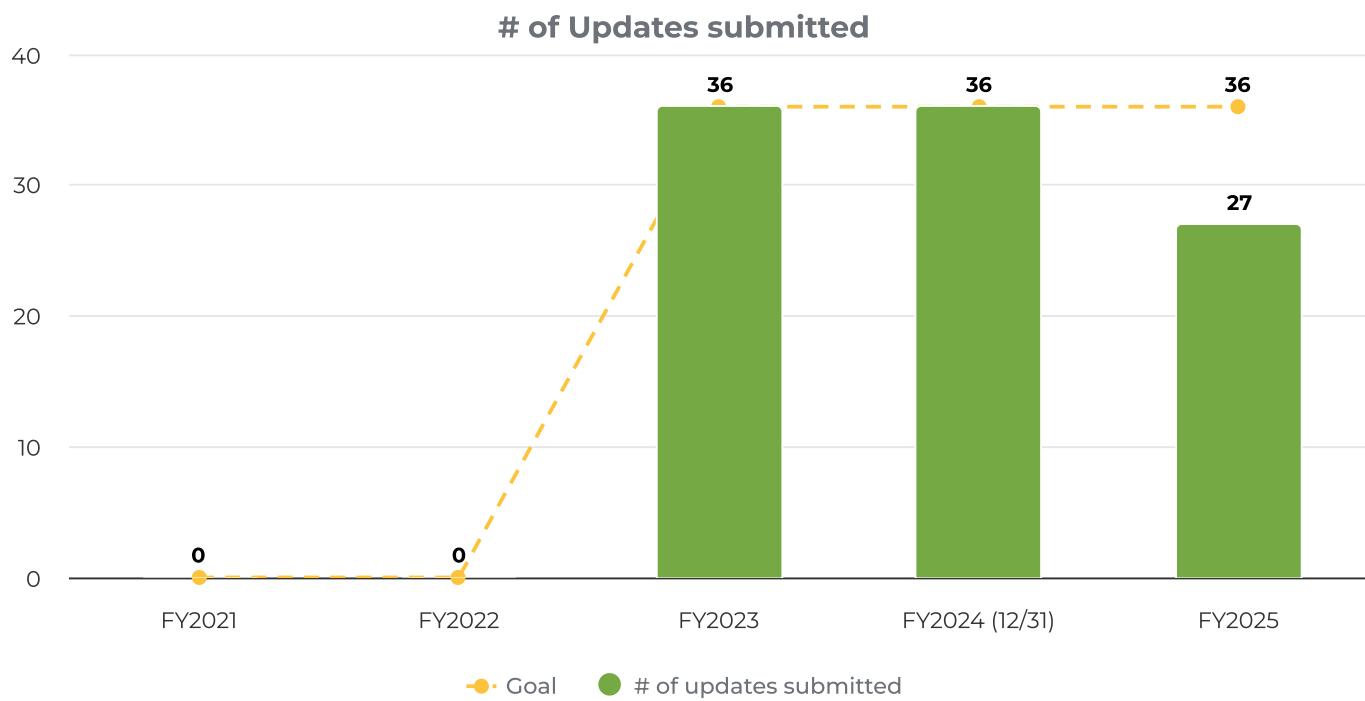
Action Items

Keep the council informed on all city operations.

Status and Progress

Last Update	Progress	Status	Note
04/9/2025	<div style="width: 78%;">78%</div>	● On Track	--
11/4/2024	<div style="width: 33%;">33%</div>	● On Track	--
07/1/2024	<div style="width: 0%;">0%</div>	● On Track	Strategic Plan started 07/01/2024.

Key Performance Indicators

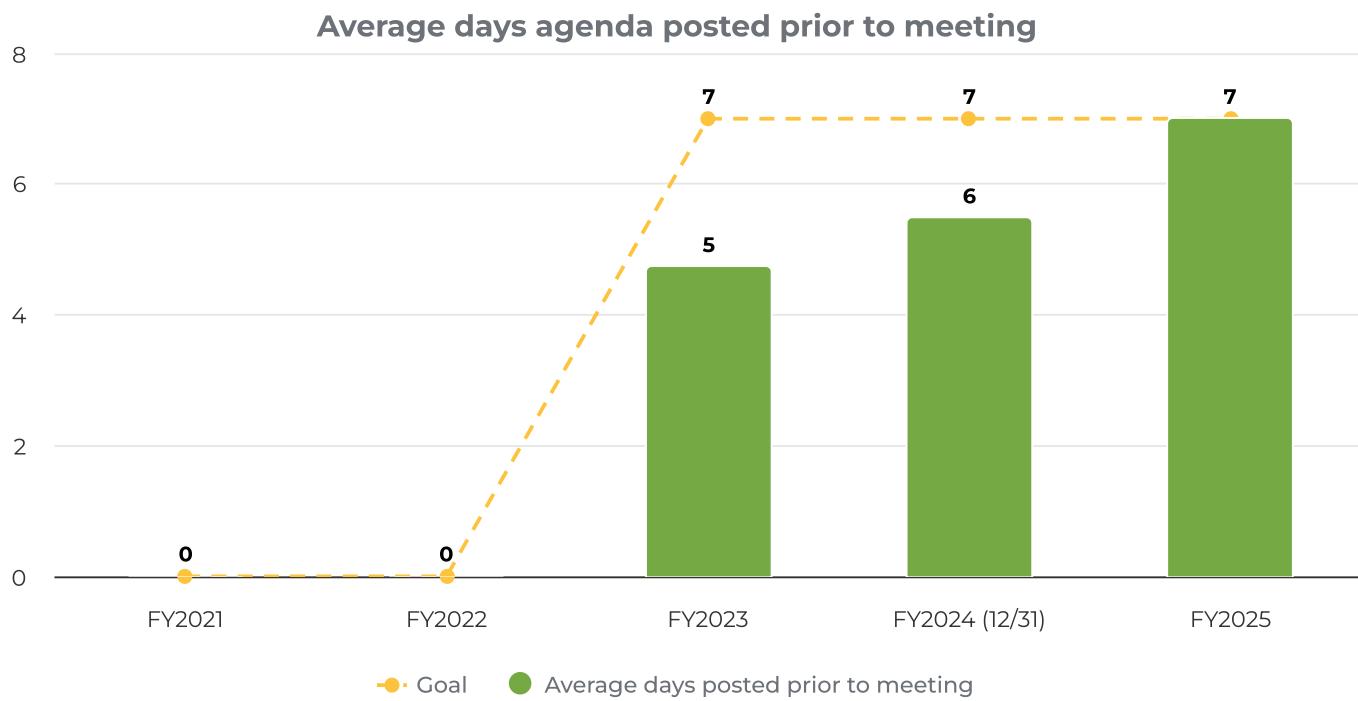


Goals

Ensure city meetings are run in an efficient and effective manner.



Key Performance Indicators



Action Items

Hold biweekly meetings with city staff to ensure agendas are posted as requested by the Mayor.

Last Update

04/9/2025

Progress



Status

On Track

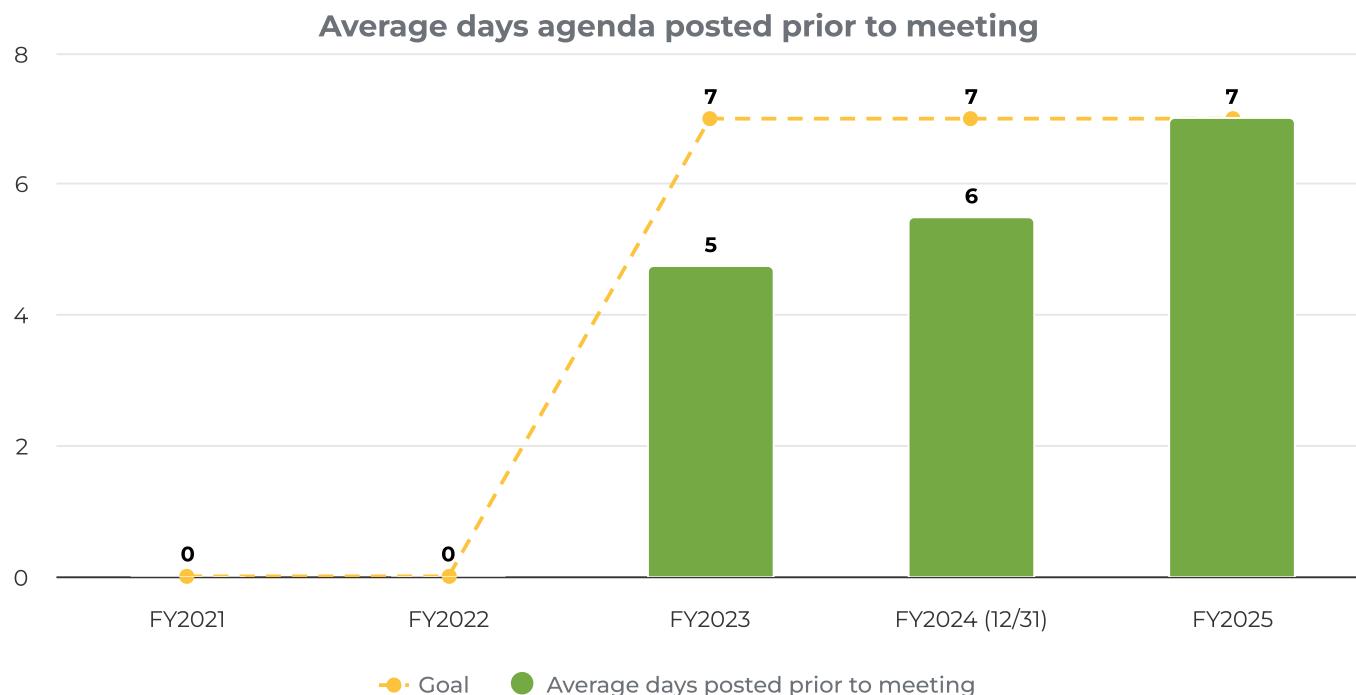
Action Items

Hold biweekly meetings with city staff to ensure agendas are posted as requested by the Mayor.

Status and Progress

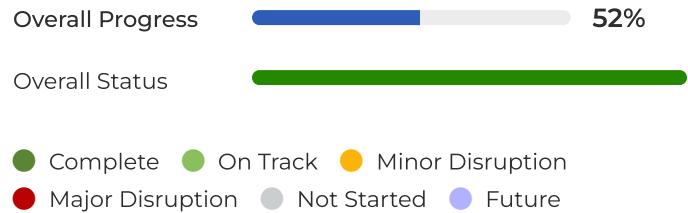
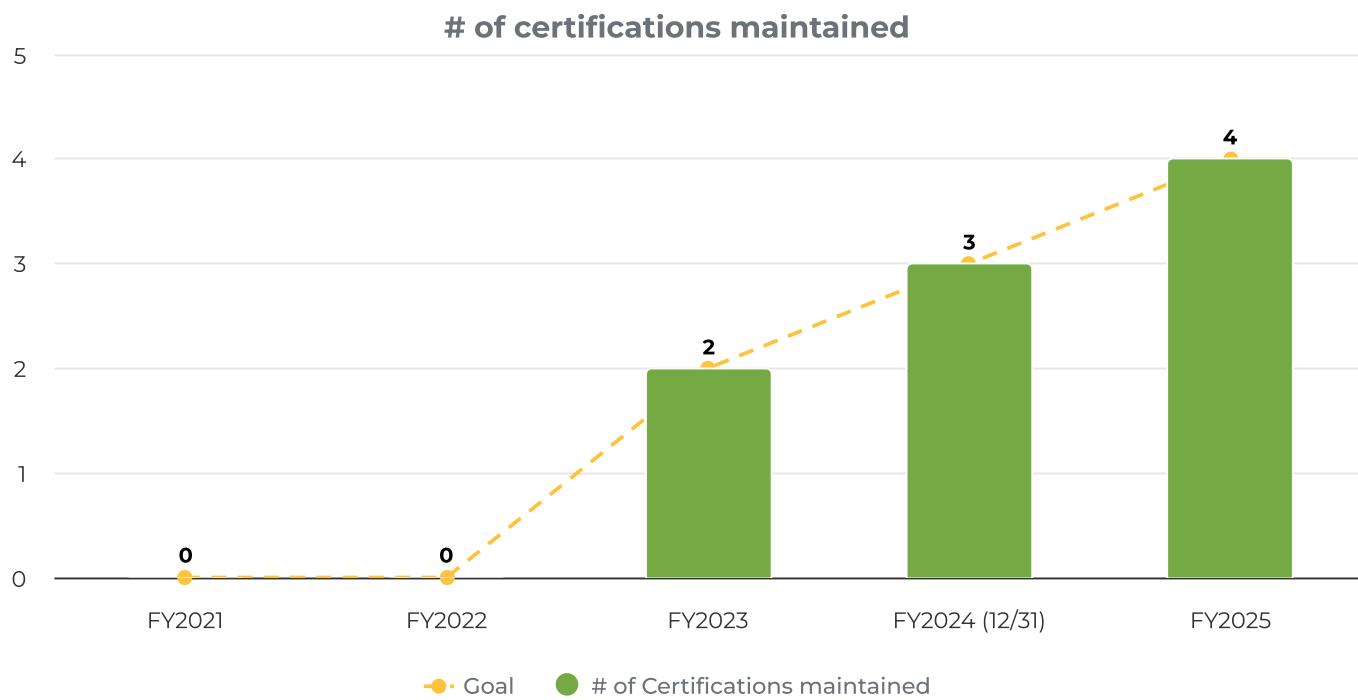
Last Update	Progress	Status	Note
04/9/2025	<div style="width: 100%;">100%</div>	● On Track	--
Last Update 11/4/2024	<div style="width: 33%;">33%</div>	● On Track	--
Last Update 07/1/2024	<div style="width: 0%;">0%</div>	● On Track	Strategic Plan started 07/01/2024.

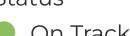
Key Performance Indicators



Goals

Increase knowledge of City operations.

**Key Performance Indicators****Action Items**

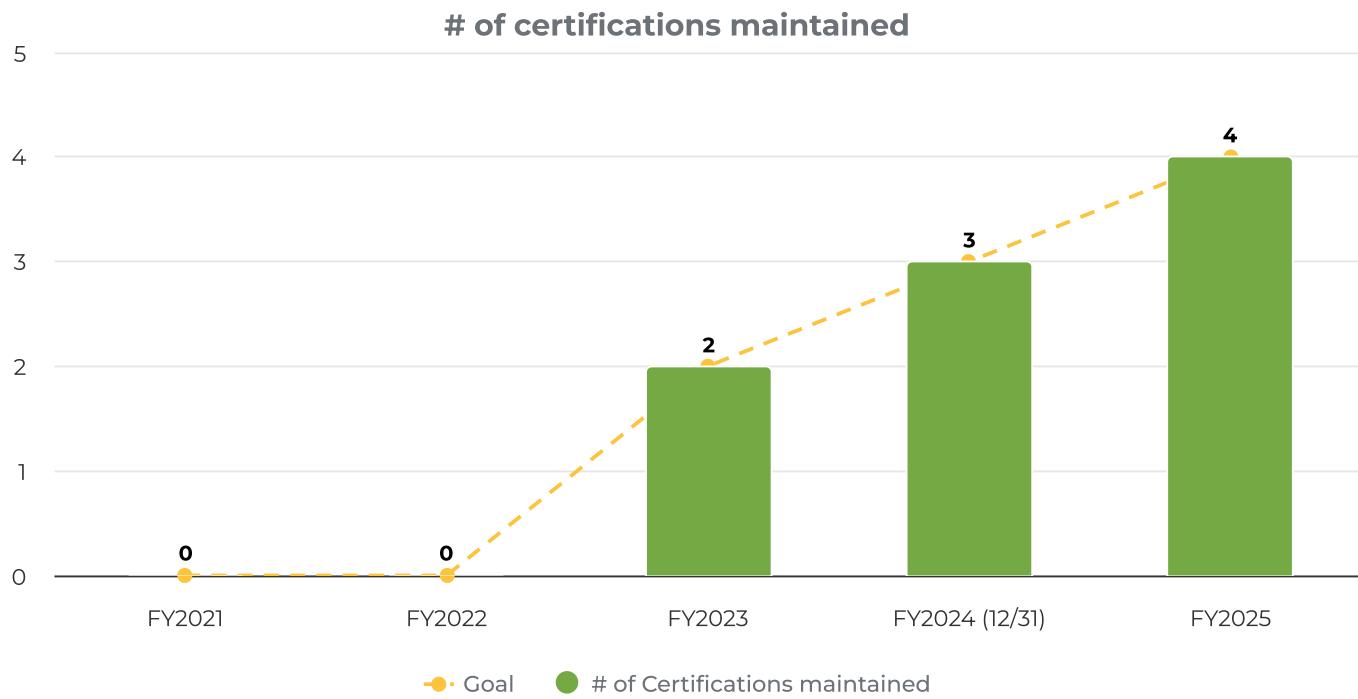
Continue the education process of the Master Municipal Clerk Program.	Last Update 04/9/2025	Progress  51%	Status  On Track
Continue the education process of the Certified City Clerk program.	Last Update 04/9/2025	Progress  52%	Status  On Track

Action Items

Continue the education process of the Master Municipal Clerk Program.

Status and Progress

Last Update	Progress	Status	Note
04/9/2025	<div style="width: 51%;"><div style="width: 100%;"> </div></div> 51%	● On Track	--
11/4/2024	<div style="width: 25%;"><div style="width: 100%;"> </div></div> 25%	● On Track	--
07/1/2024	<div style="width: 0%;"><div style="width: 100%;"> </div></div> 0%	● On Track	Strategic Plan started 07/01/2024.

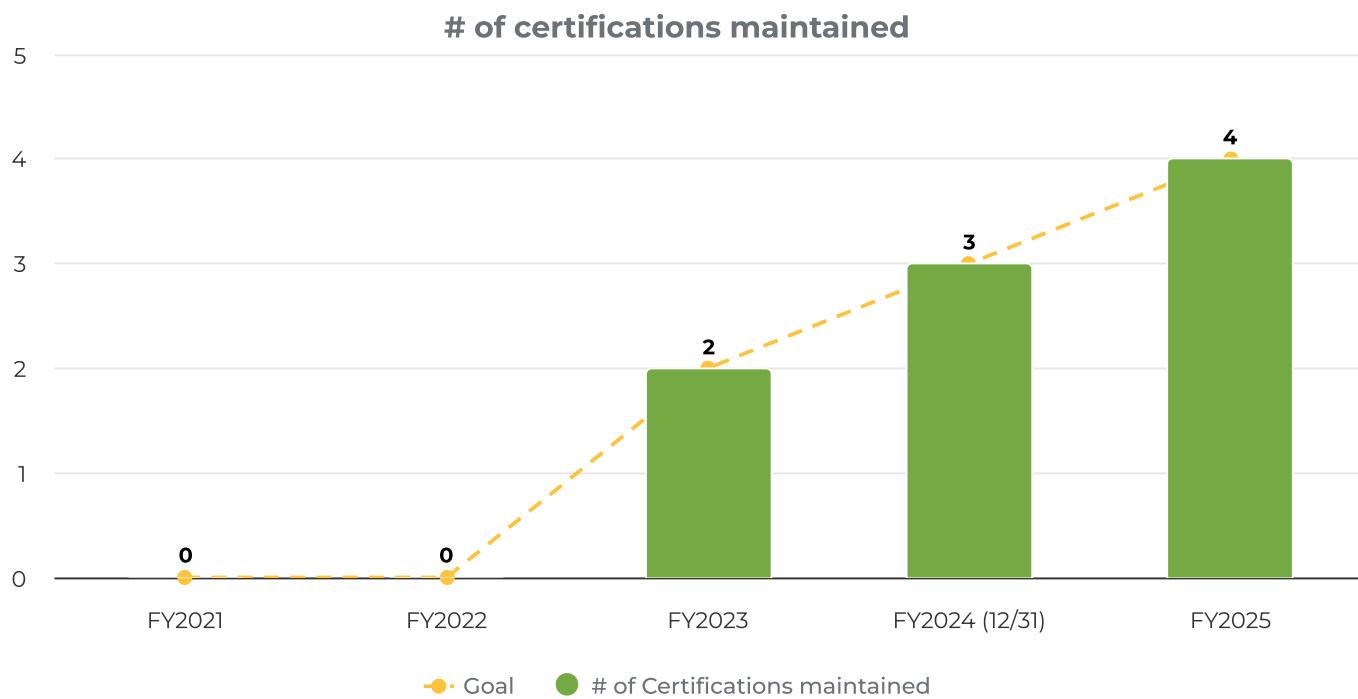
Key Performance Indicators

Action Items

Continue the education process of the Certified City Clerk program.

Status and Progress

Last Update	Progress	Status	Note
04/9/2025	<div style="width: 52%;"><div style="width: 100%;"> </div></div> 52%	● On Track	--
11/4/2024	<div style="width: 25%;"><div style="width: 100%;"> </div></div> 25%	● On Track	--
07/1/2024	<div style="width: 0%;"><div style="width: 100%;"> </div></div> 0%	● On Track	Strategic Plan started 07/01/2024.

Key Performance Indicators

Goals

Maintain excellence in records management.

**Action Items**

Create a disaster recovery plan.	Last Update 04/9/2025	Progress  52%	Status On Track
Utilize the new Assistant City Clerk to increase efficiencies in records retention.	Last Update 04/9/2025	Progress  100%	Status On Track
Research and implement technology to increase transparency in records management.	Last Update 10/21/2025	Progress  65%	Status On Track

Action Items

Create a disaster recovery plan.

Status and Progress

Last Update	Progress	Status	Note
04/9/2025	<div><div style="width: 52%;">52%</div></div>	On Track	--
11/4/2024	<div><div style="width: 33%;">33%</div></div>	On Track	--
07/1/2024	<div><div style="width: 0%;">0%</div></div>	On Track	Strategic Plan started 07/01/2024.

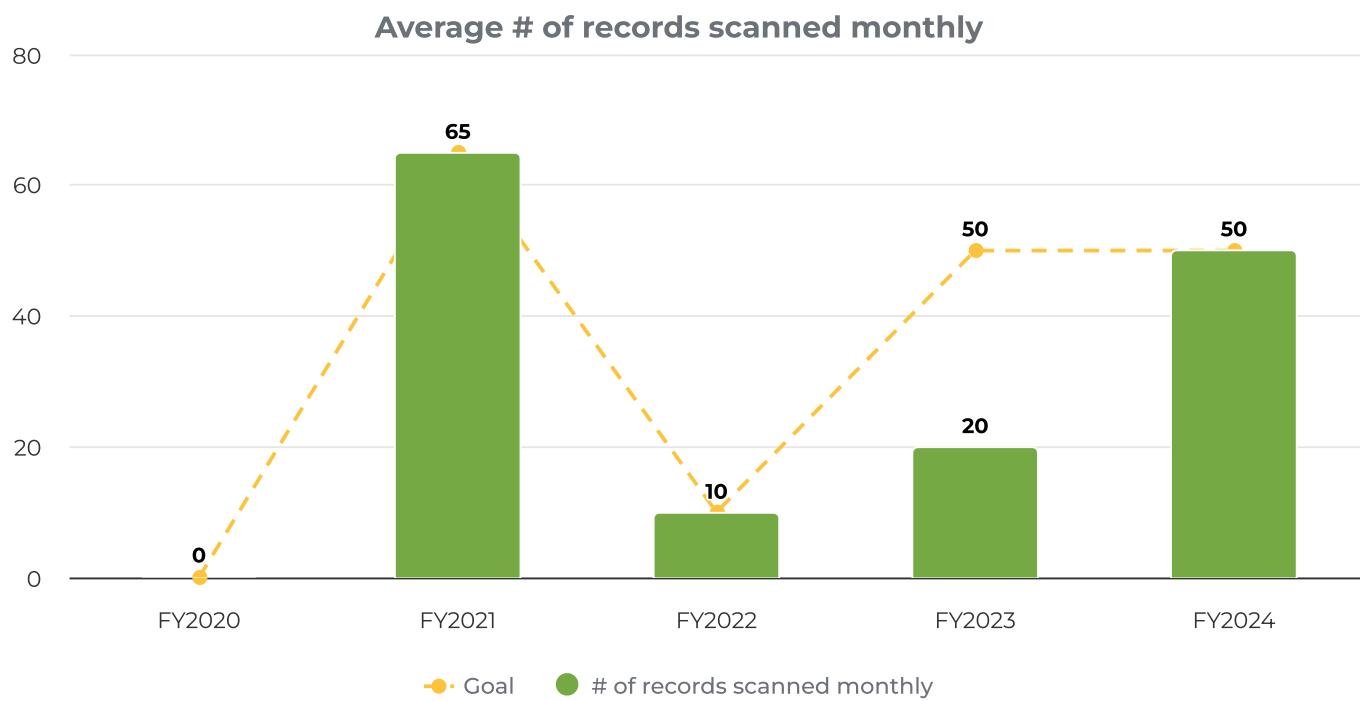


Action Items

Utilize the new Assistant City Clerk to increase efficiencies in records retention.

Status and Progress

Last Update	Progress	Status	Note
04/9/2025	<div style="width: 100%;">100%</div>	● On Track	--
Last Update 11/4/2024	<div style="width: 25%; background-color: #6699CC;">Progress</div>	● On Track	Note --
Last Update 07/1/2024	<div style="width: 0%; background-color: #CCCCCC;">Progress</div>	● On Track	Note Strategic Plan started 07/01/2024.

Key Performance Indicators

Action Items

Research and implement technology to increase transparency in records management.

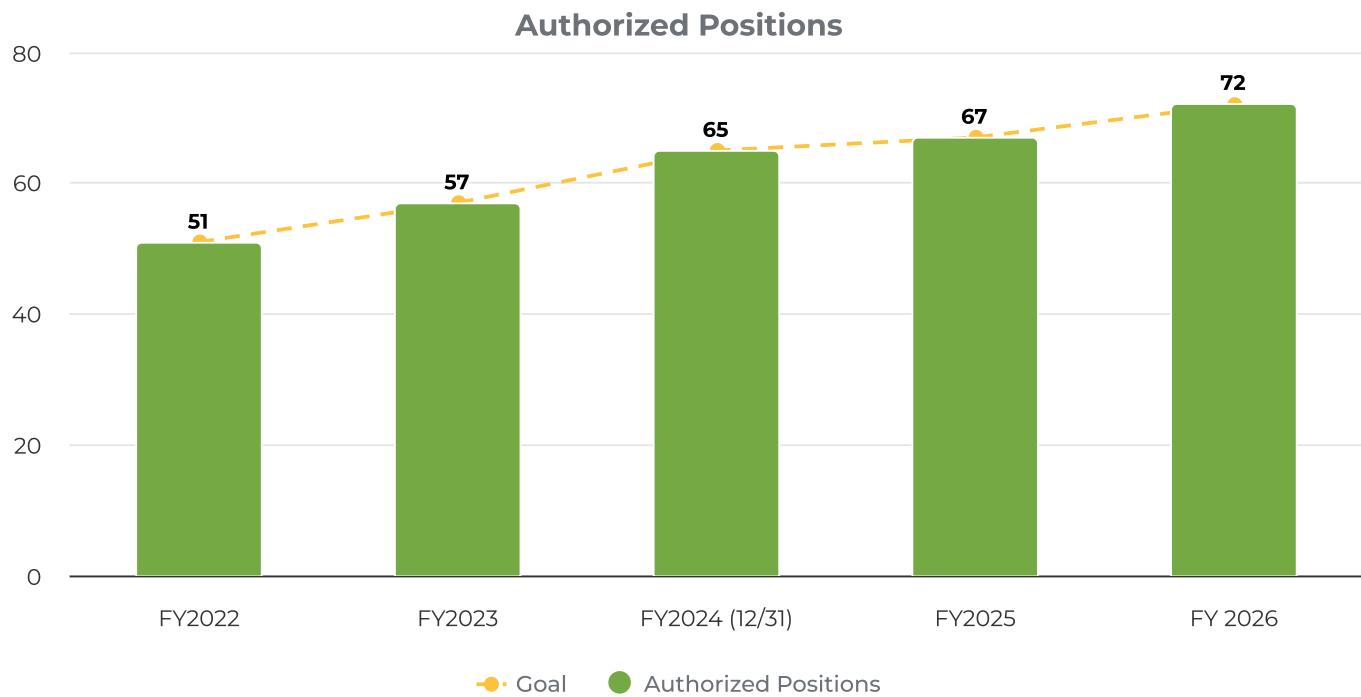
Status and Progress

Last Update	Progress	Status	Note
10/21/2025	<div><div style="width: 65%;">65%</div></div>	 On Track	--
11/4/2024	<div><div style="width: 25%;">25%</div></div>	 On Track	--
07/1/2024	<div><div style="width: 0%;">0%</div></div>	 On Track	Strategic Plan started 07/01/2024.



Goals

Hire needed additional staff members.

**Key Performance Indicators****Action Items**

Authorized Positions

Last Update

04/9/2025

Progress



Status



Action Items

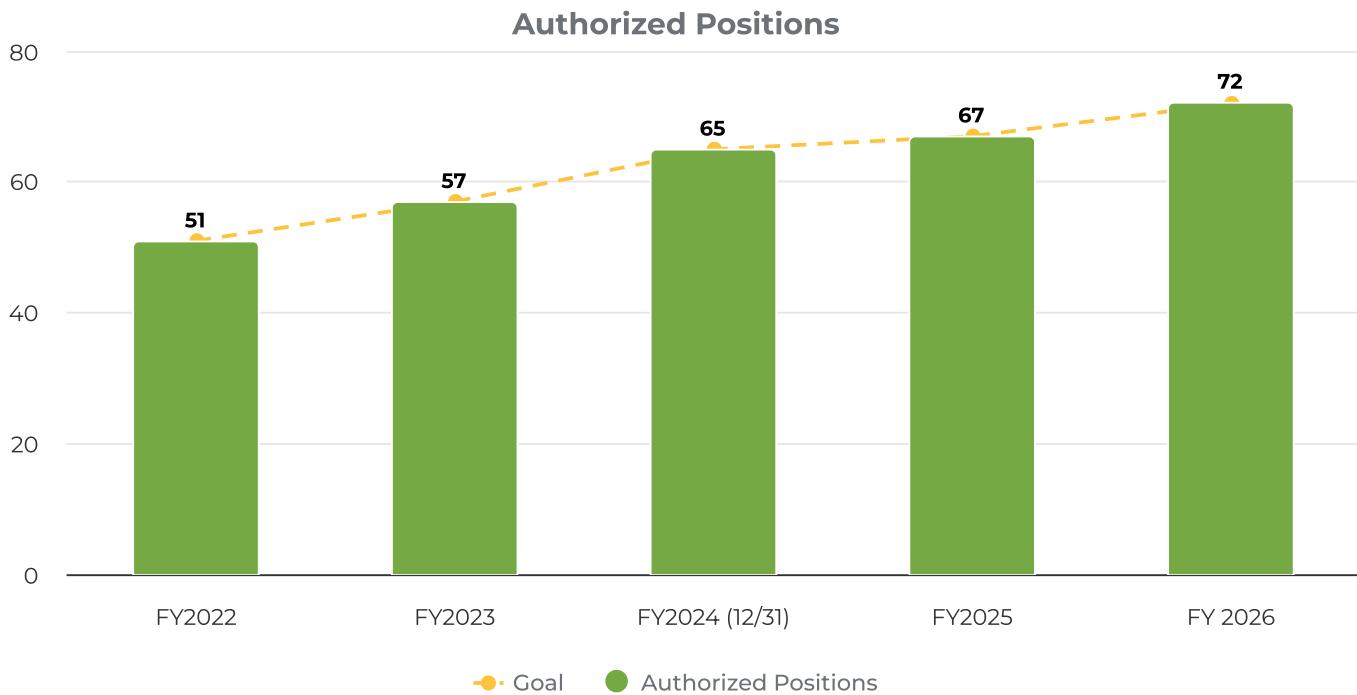
Authorized Positions

3 additional staff members proposed in FY25.

Status and Progress

Last Update	Progress	Status	Note
04/9/2025	<div style="width: 100%;">100%</div>	On Track	--
Last Update 11/4/2024	<div style="width: 25%; background-color: #667788;">Progress</div>	On Track	Note
Last Update 07/1/2024	<div style="width: 0%; background-color: #CCCCCC;">Progress</div>	On Track	Note Strategic Plan started 07/01/2024.

Key Performance Indicators

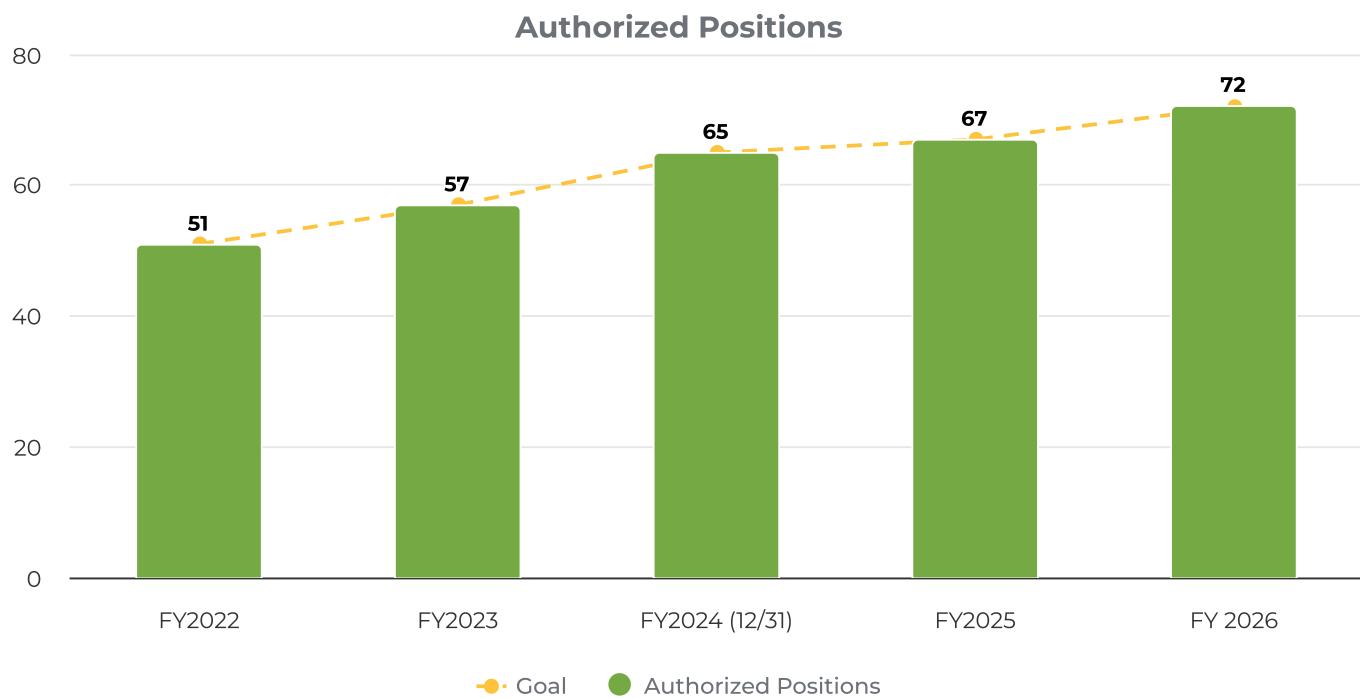


Goals

Enhance employee compensation and benefits.



Key Performance Indicators



Action Items

FY2024 budget looks to reduce Health cost and increase employee pension benefit.

Last Update **11/4/2024**

Progress  100%

Status  On Track

Action Items

FY2024 budget looks to reduce Health cost and increase employee pension benefit.

Status and Progress

Last Update	Progress	Status	Note
11/4/2024	<div><div style="width: 100%;">Progress</div></div> 100%	● On Track	--
08/13/2024	<div><div style="width: 100%;">Progress</div></div> 100%	● Not Started	--
07/1/2024	<div><div style="width: 0%;">Progress</div></div> 0%	● On Track	Strategic Plan started 07/01/2024.



Focus Areas

Financial Stability

Financial Stability is another Focus Area of the Strategic Plan as it is important to further diversify the City's revenue streams. Taxes remain the largest source of revenue for the City of Flowery Branch, but there are many other revenue streams that the City could benefit from. It is important to have many revenue sources to avoid becoming too dependent on one specific source and limiting the revenue potential. Financial stability also involves improving the financial resources of the City and being fiscally responsible when spending.



Overall Progress

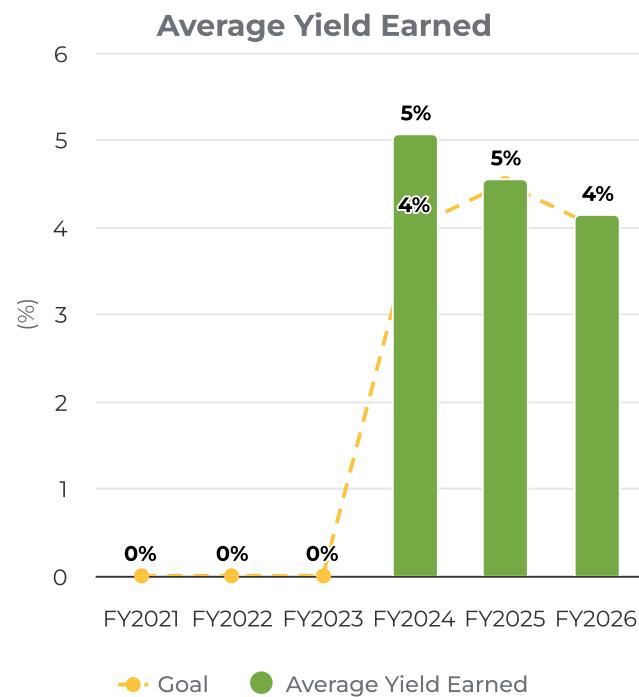
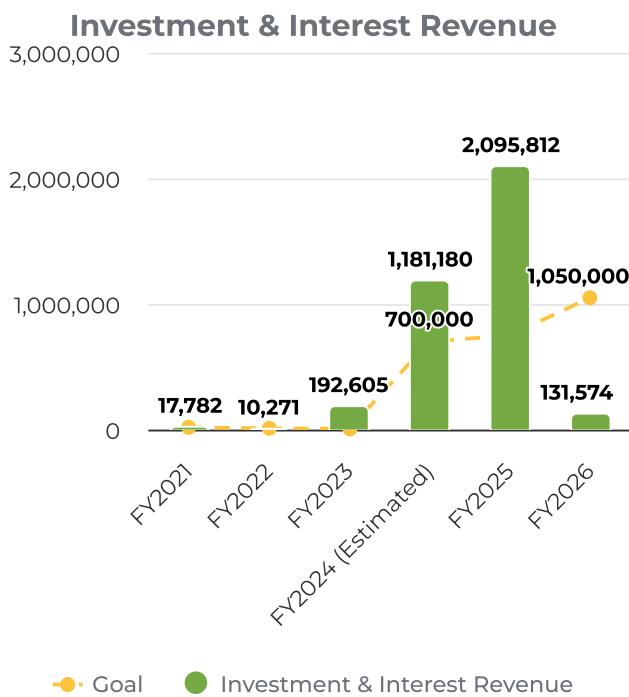
78% Complete

8 Action Items

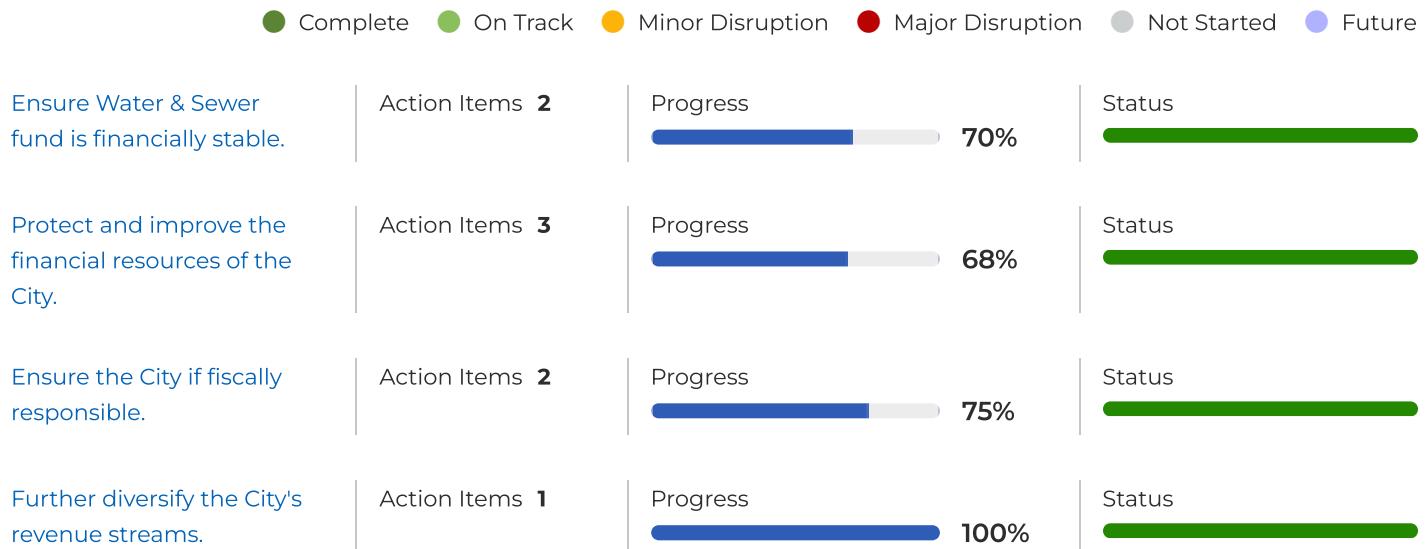
On Track

8 Action Items (100%)

Key Performance Indicators

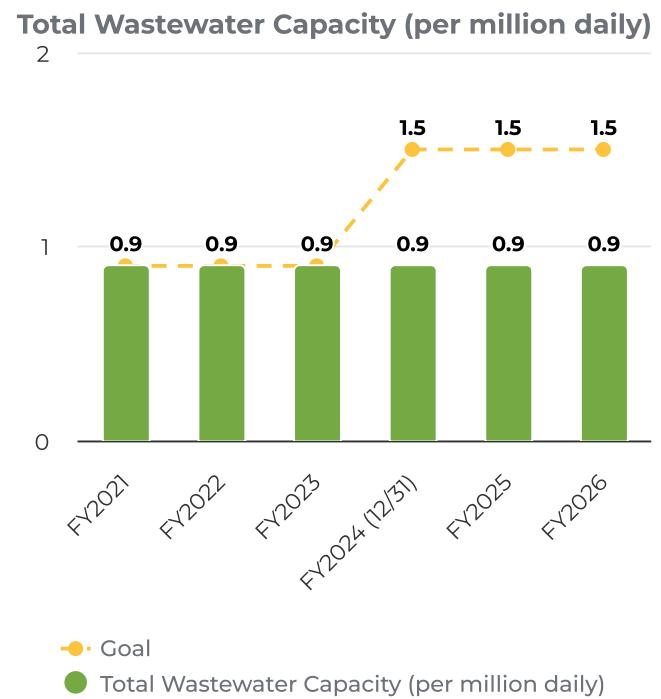
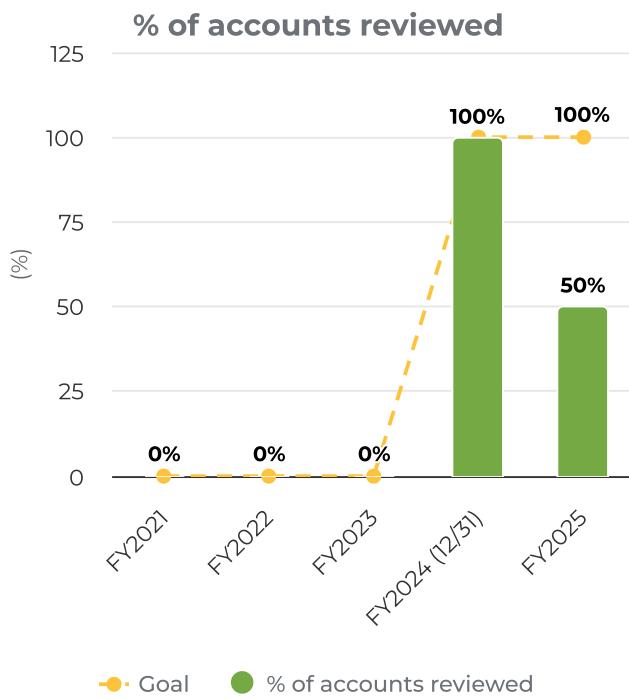


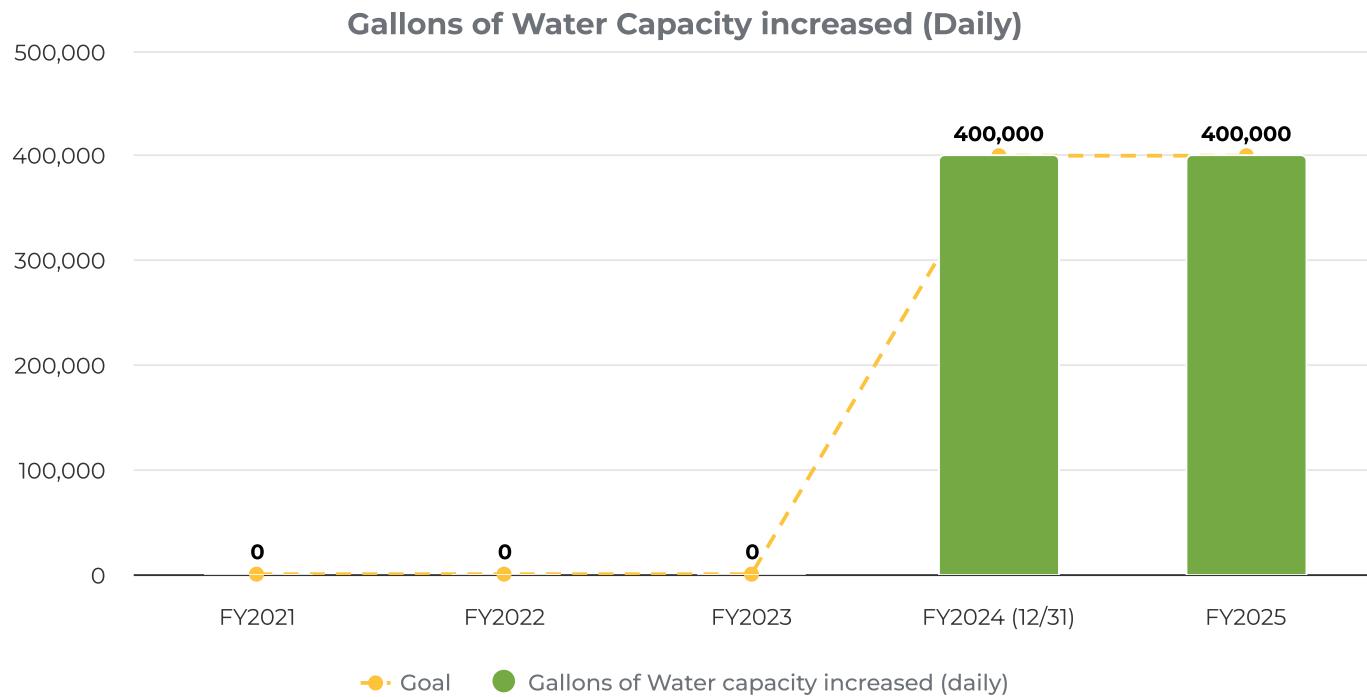
Goals



Goals

Ensure Water & Sewer fund is financially stable.

**Key Performance Indicators**



Action Items

Ongoing account reviews to ensure account collections are received in a timely manner.	Last Update 10/21/2025	Progress <div style="width: 75%; background-color: #0056b3; height: 10px; margin-bottom: 5px;"></div> <div style="width: 75%; background-color: #e0e0e0; height: 10px;"></div> 75%	Status ● On Track
Upgrade existing plant to newer technology to increase plant capacity and efficiency.	Last Update 10/21/2025	Progress <div style="width: 65%; background-color: #0056b3; height: 10px; margin-bottom: 5px;"></div> <div style="width: 65%; background-color: #e0e0e0; height: 10px;"></div> 65%	Status ● On Track

Action Items

Ongoing account reviews to ensure account collections are received in a timely manner.

Status and Progress

Last Update	Progress	Status	Note
10/21/2025	<div><div style="width: 75%;">75%</div></div>	 On Track	--
04/9/2025	<div><div style="width: 52%;">52%</div></div>	 On Track	--
11/4/2024	<div><div style="width: 25%;">25%</div></div>	 On Track	--
07/1/2024	<div><div style="width: 0%;">0%</div></div>	 On Track	Strategic Plan started 07/01/2024.



Action Items

Upgrade existing plant to newer technology to increase plant capacity and efficiency.

Status and Progress

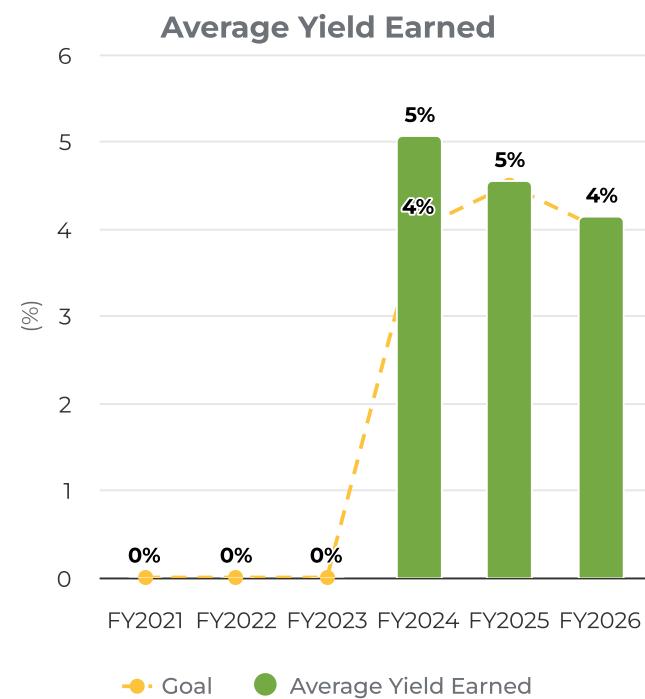
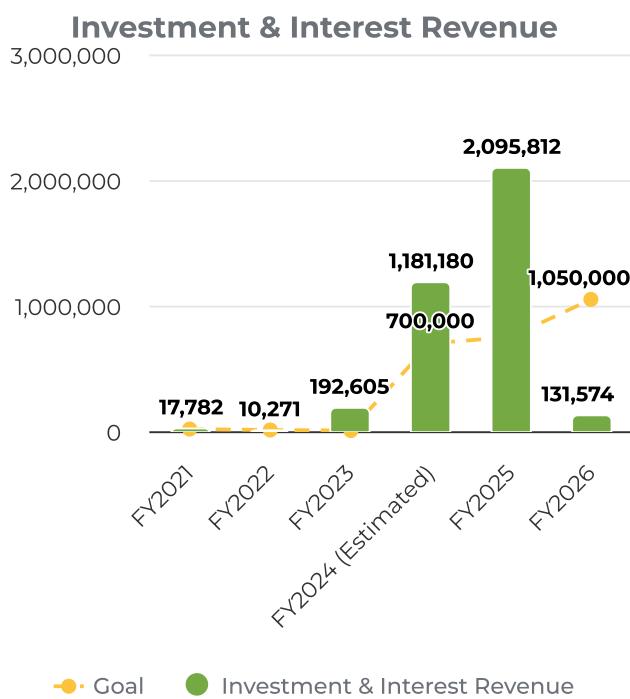
Last Update	Progress	Status	Note
10/21/2025	<div><div style="width: 65%;">65%</div></div>	 On Track	--
11/4/2024	<div><div style="width: 25%;">25%</div></div>	 On Track	--
07/1/2024	<div><div style="width: 0%;">0%</div></div>	 On Track	Strategic Plan started 07/01/2024.

Goals

Protect and improve the financial resources of the City.



Key Performance Indicators



Action Items

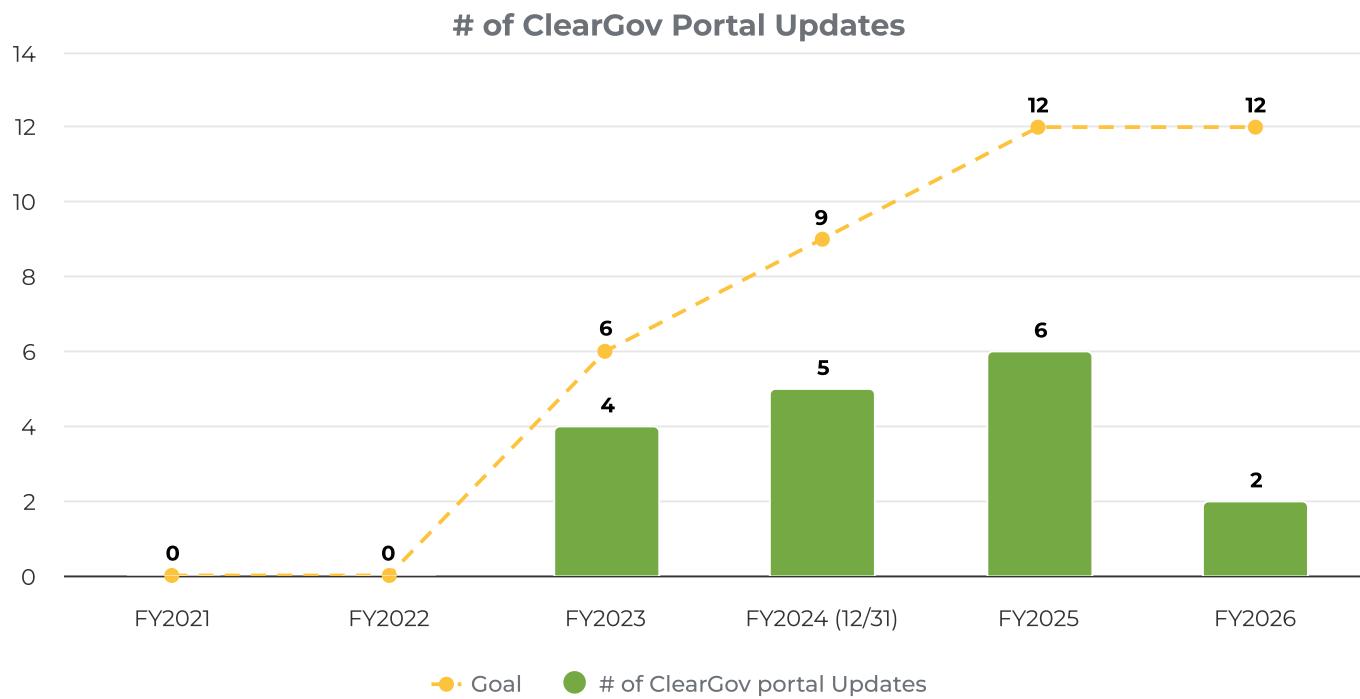
Increase financial transparency through the ClearGov web portal.	Last Update 11/4/2024	Progress 50%	Status On Track
Update financial reporting.	Last Update 04/9/2025	Progress 55%	Status On Track
Maximize investment earnings.	Last Update 04/9/2025	Progress 100%	Status On Track

Action Items

Increase financial transparency through the ClearGov web portal.

Status and Progress

Last Update 11/4/2024	Progress	<div style="width: 50%;"> </div> 50%	Status ● On Track	Note --
Last Update 07/1/2024	Progress	<div style="width: 0%;"> </div> 0%	Status ● On Track	Note Strategic Plan started 07/01/2024.

Key Performance Indicators

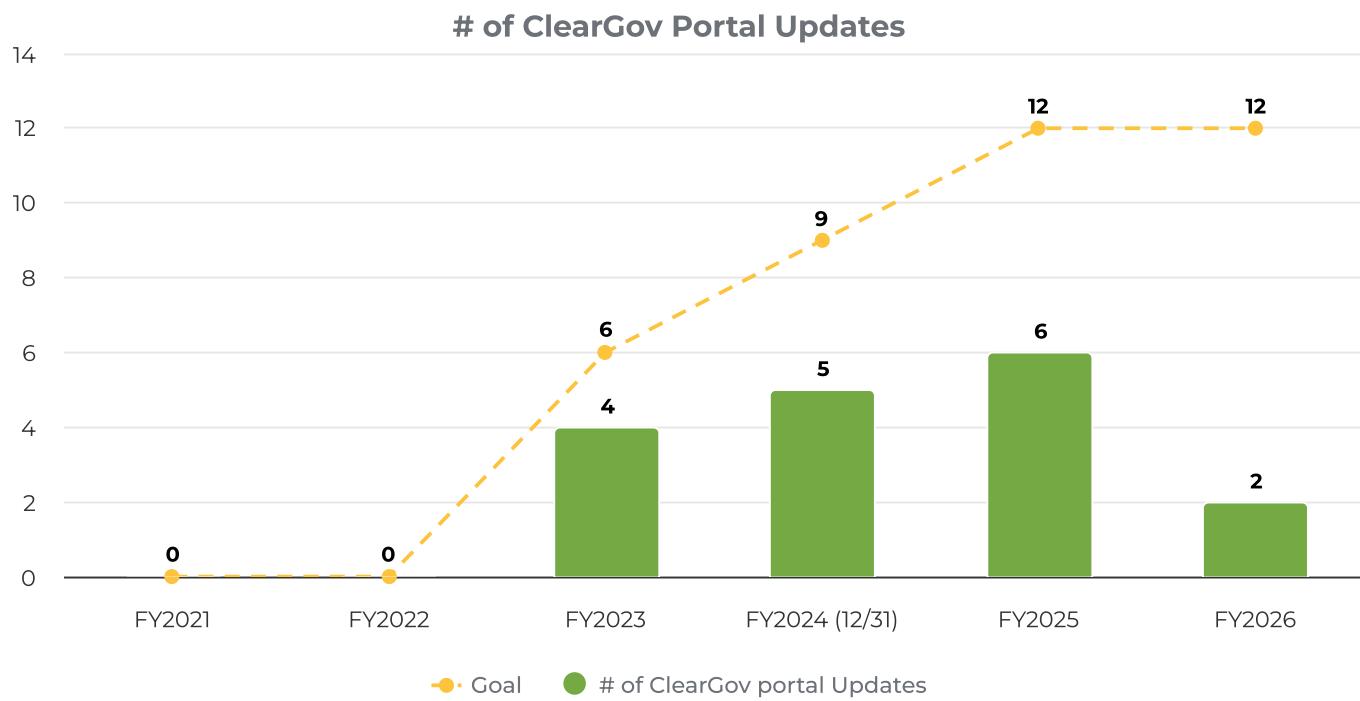
Action Items

Update financial reporting.

Status and Progress

Last Update	Progress	Status	Note
04/9/2025	<div style="width: 55%;"><div style="width: 55%; background-color: #0070C0;"></div></div> 55%	● On Track	--
11/4/2024	<div style="width: 25%;"><div style="width: 25%; background-color: #0070C0;"></div></div> 25%	● On Track	--
07/1/2024	<div style="width: 0%;"><div style="width: 0%; background-color: #C0C0C0;"></div></div> 0%	● On Track	Strategic Plan started 07/01/2024.

Key Performance Indicators



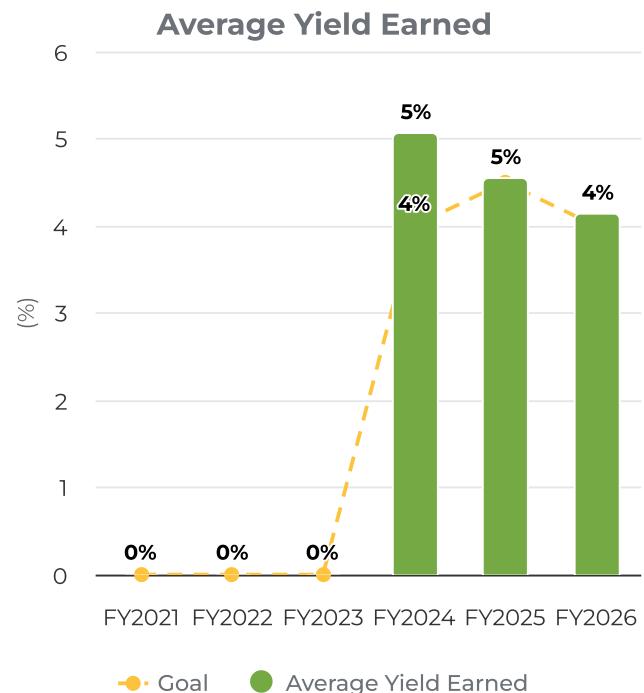
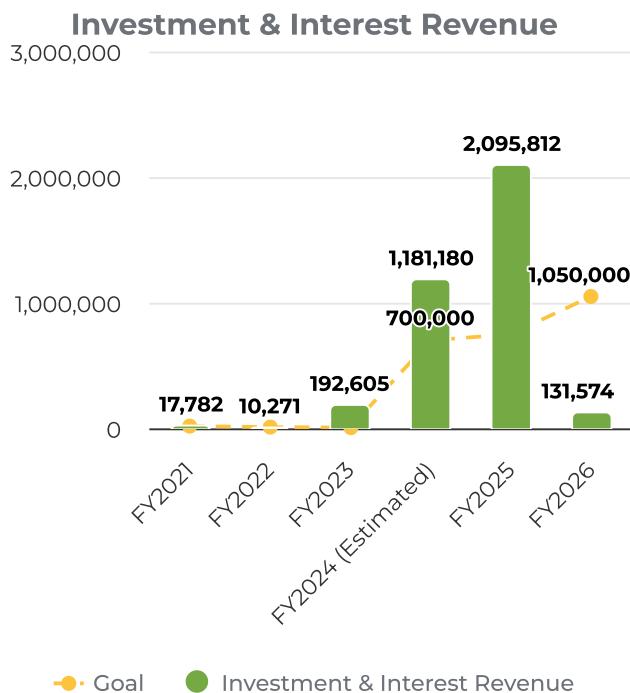
Action Items

Maximize investment earnings.

Status and Progress

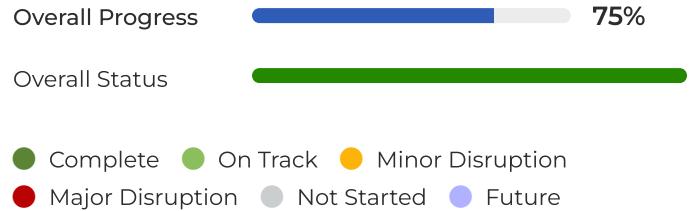
Last Update	Progress	Status	Note
04/9/2025	<div style="width: 100%;">100%</div>	● On Track	--
Last Update 11/4/2024	<div style="width: 25%; background-color: #6699CC;">Progress</div>	● On Track	Note
Last Update 07/1/2024	<div style="width: 0%; background-color: #CCCCCC;">Progress</div>	● On Track	Note Strategic Plan started 07/01/2024.

Key Performance Indicators



Goals

Ensure the City if fiscally responsible.



Action Items

Present a five-year capital plan to council.	Last Update 04/9/2025	Progress  75%	Status  On Track
Submit a balanced budget to council.	Last Update 04/9/2025	Progress  75%	Status  On Track

Action Items

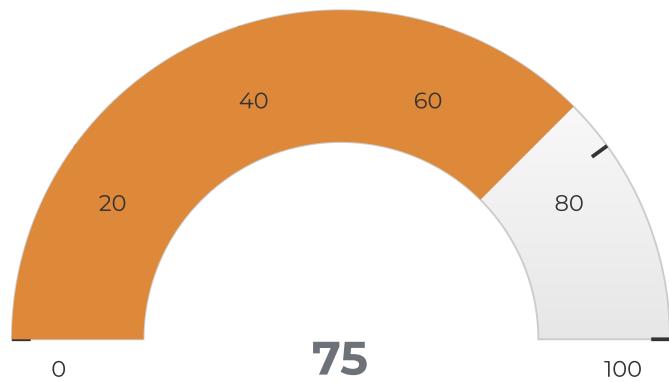
Present a five-year capital plan to council.

Status and Progress

Last Update	Progress	Status	Note
04/9/2025	<div><div style="width: 75%;">75%</div></div>	On Track	--
11/4/2024	<div><div style="width: 25%;">25%</div></div>	On Track	--
07/1/2024	<div><div style="width: 0%;">0%</div></div>	On Track	Strategic Plan started 07/01/2024.

Key Performance Indicators

Five-year Capital plan Submitted to Council



Action Items

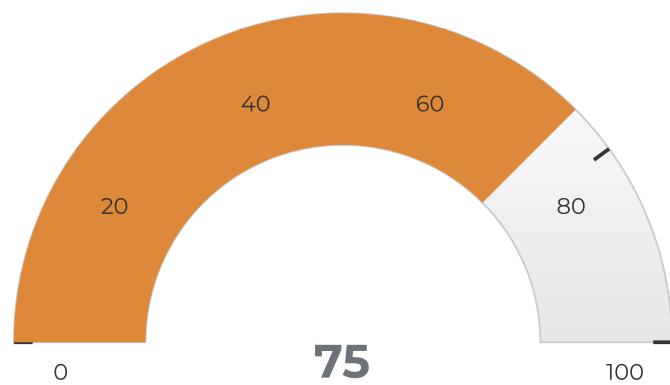
Submit a balanced budget to council.

Status and Progress

Last Update	Progress	Status	Note
04/9/2025	<div><div style="width: 75%;">75%</div></div>	On Track	--
11/4/2024	<div><div style="width: 25%;">25%</div></div>	On Track	--
07/1/2024	<div><div style="width: 0%;">0%</div></div>	On Track	Strategic Plan started 07/01/2024.

Key Performance Indicators

Balance budget submitted to council

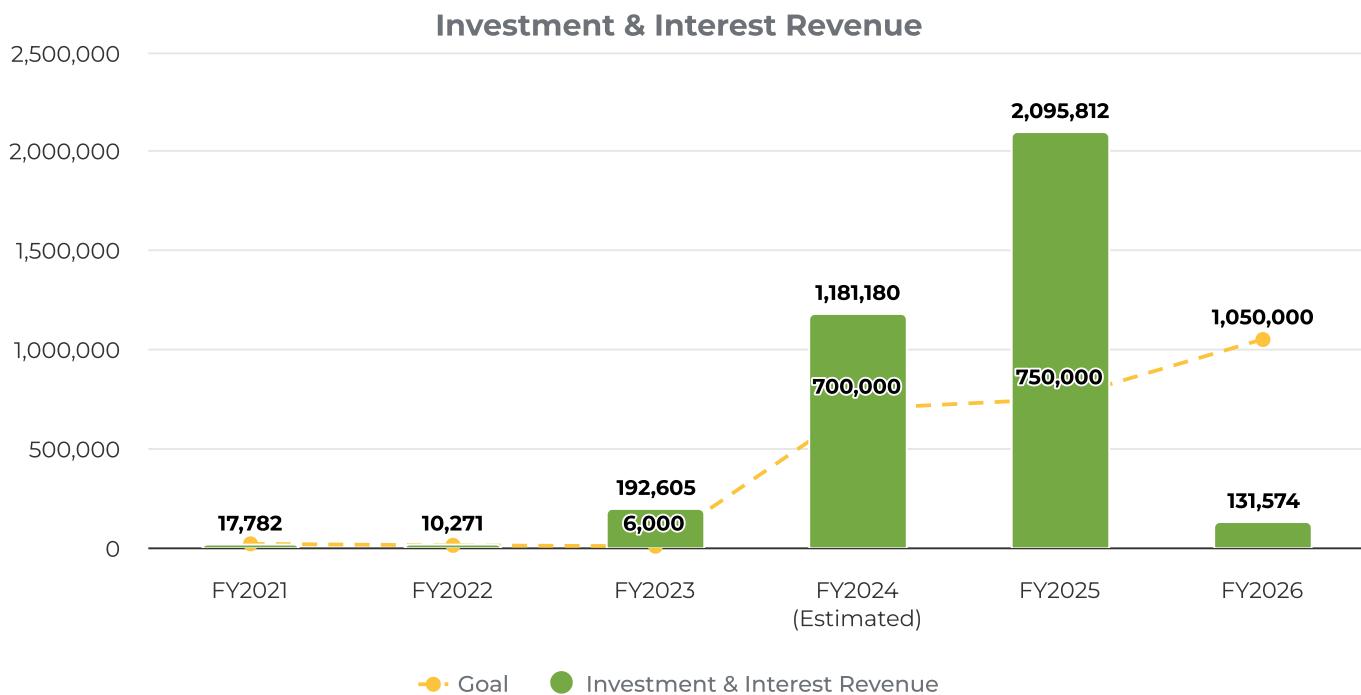


Goals

Further diversify the City's revenue streams.



Key Performance Indicators



Action Items

Investment & Interest Revenue

Last Update

04/9/2025

Progress



Status



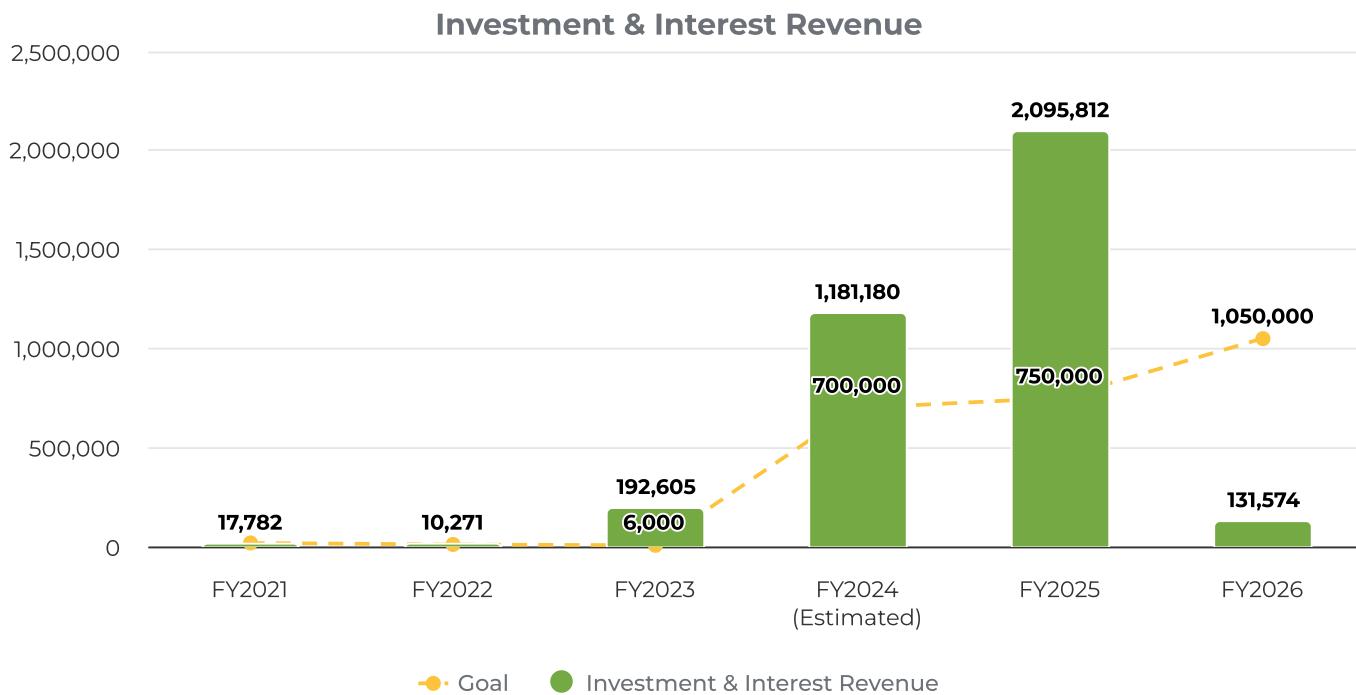
Action Items

Investment & Interest Revenue

Status and Progress

Last Update	Progress	Status	Note
04/9/2025	<div style="width: 100%;">100%</div>	On Track	--
11/4/2024	<div style="width: 25%; background-color: #6f8ea9;">Progress</div>	On Track	--
07/1/2024	<div style="width: 0%; background-color: #e0e0e0;">Progress</div>	On Track	Strategic Plan started 07/01/2024.

Key Performance Indicators



Focus Areas

Economic Development

The City of Flowery Branch continues to seek improvements in areas that will enrich the lives of the citizens and those that visit. Those areas include increasing tourism to the downtown area, keeping the City clean and beautiful, and ensuring our community is of high-quality and vibrant. Through Economic Development, businesses will become more attracted to the City of Flowery Branch and making it their business home. A major part of this Focus Area will be beginning and completing the Downtown Development Phase II.



Overall Progress

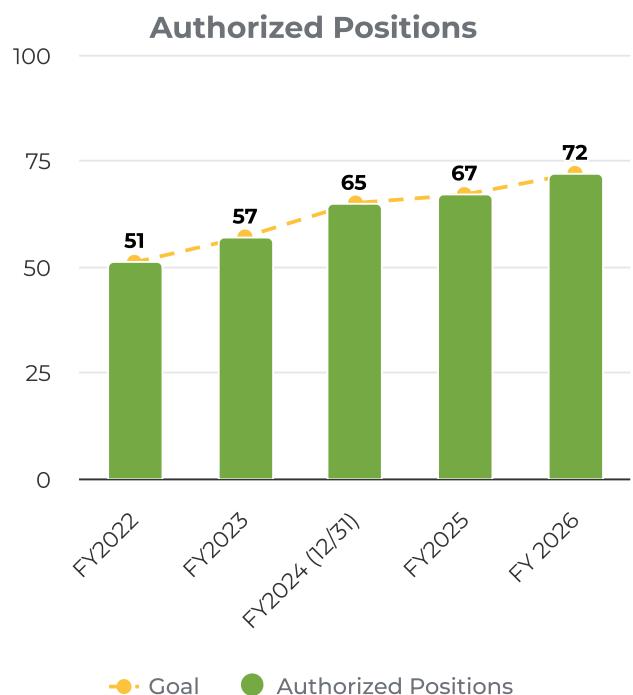
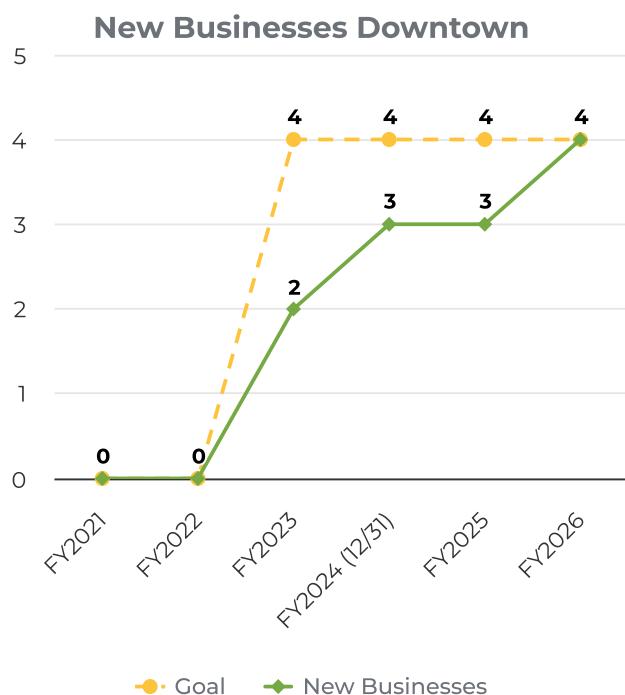
67% Complete

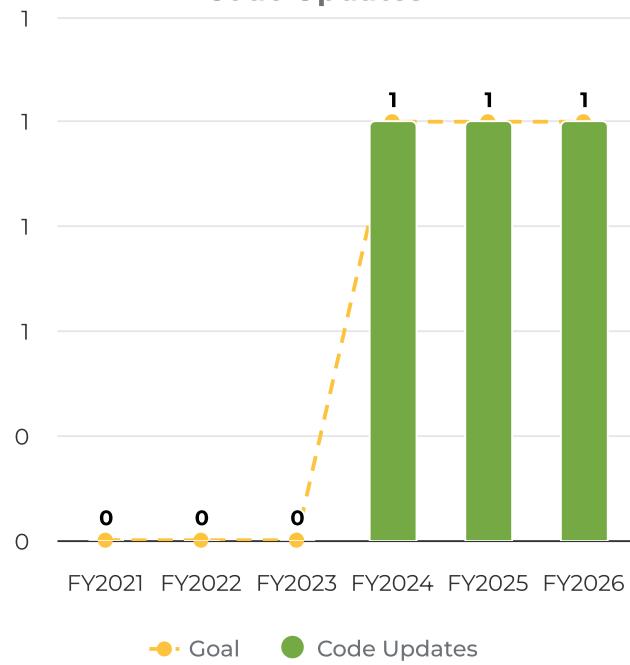
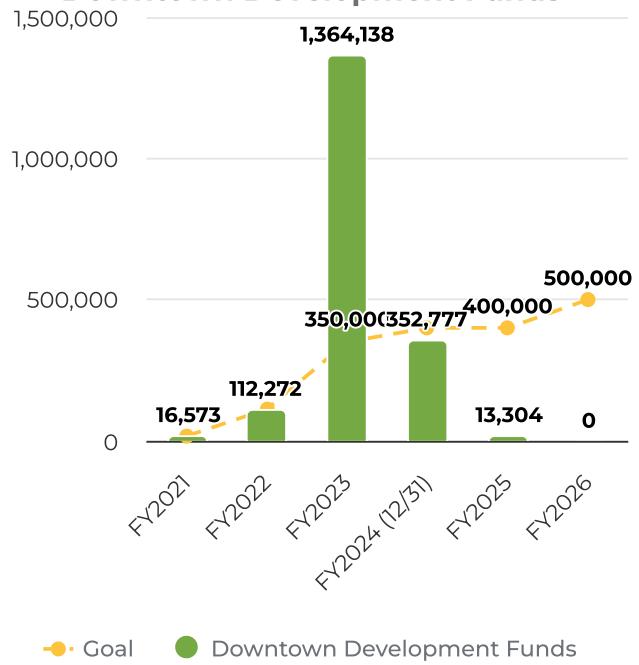
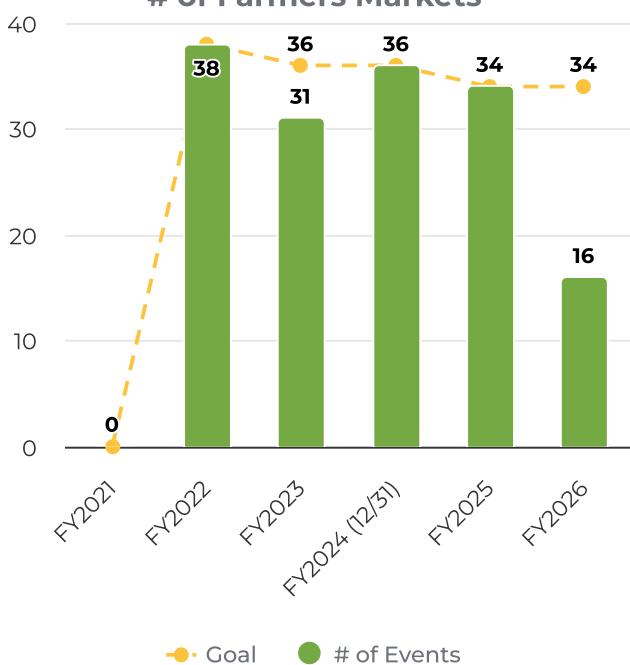
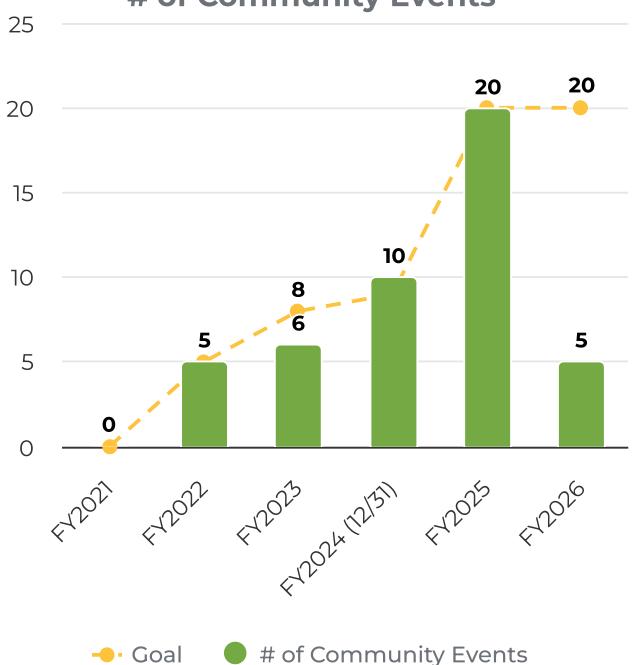
19 Action Items

On Track

19 Action Items (100%)

Key Performance Indicators



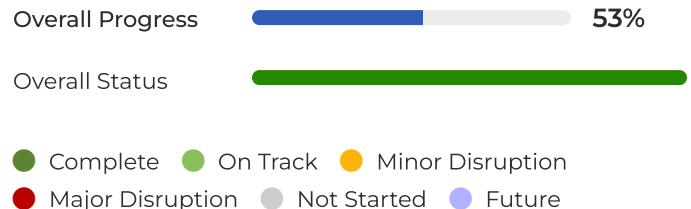
Code Updates**Downtown Development Funds****# of Farmers Markets****# of Community Events**

Goals



Goals

Create Better Communication with Citizens and Main Street Businesses.



Action Items

Have permanent signage on Main Street with events and what is happening.	Last Update 04/9/2025	Progress  34%	Status On Track
Set up constant communication with surrounding subdivisions and communities around Flowery Branch.	Last Update 11/4/2024	Progress  25%	Status On Track
Do Quarterly inserts in water bills for what's happening downtown.	Last Update 04/9/2025	Progress  100%	Status On Track

Action Items

Have permanent signage on Main Street with events and what is happening.

Status and Progress

Last Update	Progress	Status	Note
04/9/2025	<div><div style="width: 34%;">34%</div></div>	On Track	--
Last Update 11/4/2024	<div><div style="width: 15%;">15%</div></div>	On Track	--
Last Update 11/4/2024	<div><div style="width: 15%;">15%</div></div>	Not Started	--



Action Items

Set up constant communication with surrounding subdivisions and communities around Flowery Branch.

Status and Progress

Last Update	Progress	Status	Note
11/4/2024	<div><div style="width: 25%;"></div></div> 25%	● On Track	--
11/4/2024	<div><div style="width: 25%;"></div></div> 25%	● Not Started	--



Action Items

Do Quarterly inserts in water bills for what's happening downtown.

Status and Progress

Last Update	Progress	Status	Note
04/9/2025	<div><div style="width: 100%;">100%</div></div>	 On Track	--
Last Update 11/4/2024	<div><div style="width: 25%;">25%</div></div>	 On Track	--
Last Update 11/4/2024	<div><div style="width: 25%;">25%</div></div>	 Not Started	--

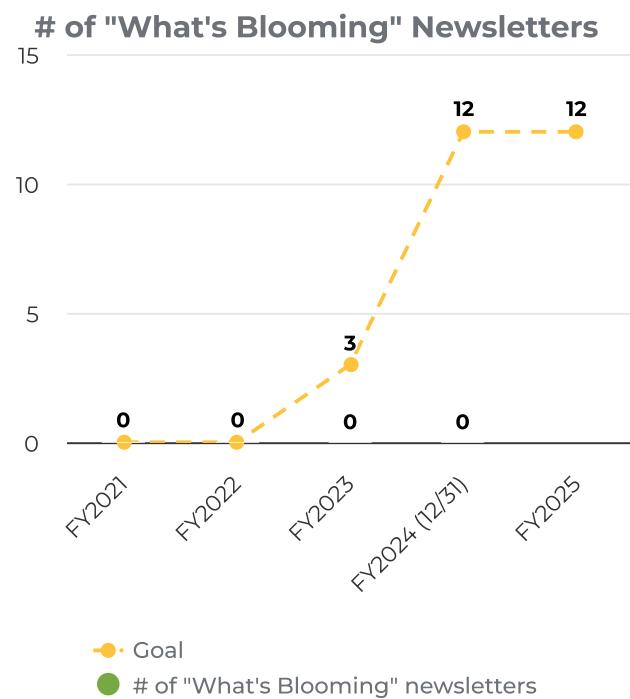
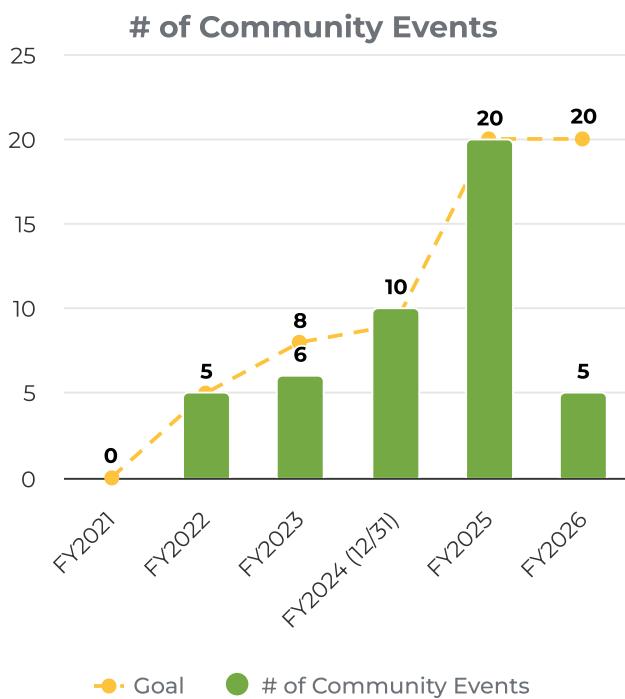


Goals

Enrich the lives of our citizens and encourage community involvement.



Key Performance Indicators



Action Items

Create a citizen academy.	Last Update: 10/21/2025	Progress: 50%	Status: On Track
Bring events to downtown	Last Update: 04/9/2025	Progress: 100%	Status: On Track

Develop and send a "What's Blooming" newsletter.	Last Update 11/4/2024	Progress  50%	Status  On Track
--	------------------------------	--	--



Action Items

Create a citizen academy.

Status and Progress

Last Update	Progress	Status	Note
10/21/2025	<div><div style="width: 50%;">50%</div></div>	 On Track	--
11/4/2024	<div><div style="width: 25%;">25%</div></div>	 On Track	--
07/1/2024	<div><div style="width: 0%;">0%</div></div>	 On Track	Strategic Plan started 07/01/2024.

Action Items

Bring events to downtown

Status and Progress

Last Update	Progress	Status	Note
04/9/2025	<div><div style="width: 100%;">Progress</div></div> 100%	● On Track	--
11/4/2024	<div><div style="width: 50%; background-color: #6699CC;">Progress</div></div> 50%	● On Track	--
07/1/2024	<div><div style="width: 0%; background-color: #CCCCCC;">Progress</div></div> 0%	● On Track	Strategic Plan started 07/01/2024.



Action Items

Develop and send a "What's Blooming" newsletter.

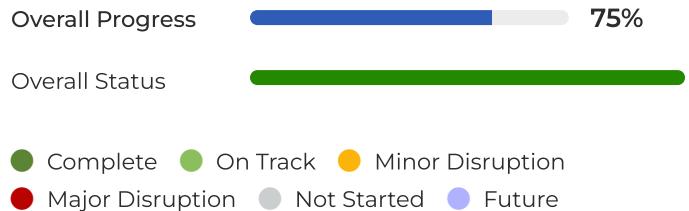
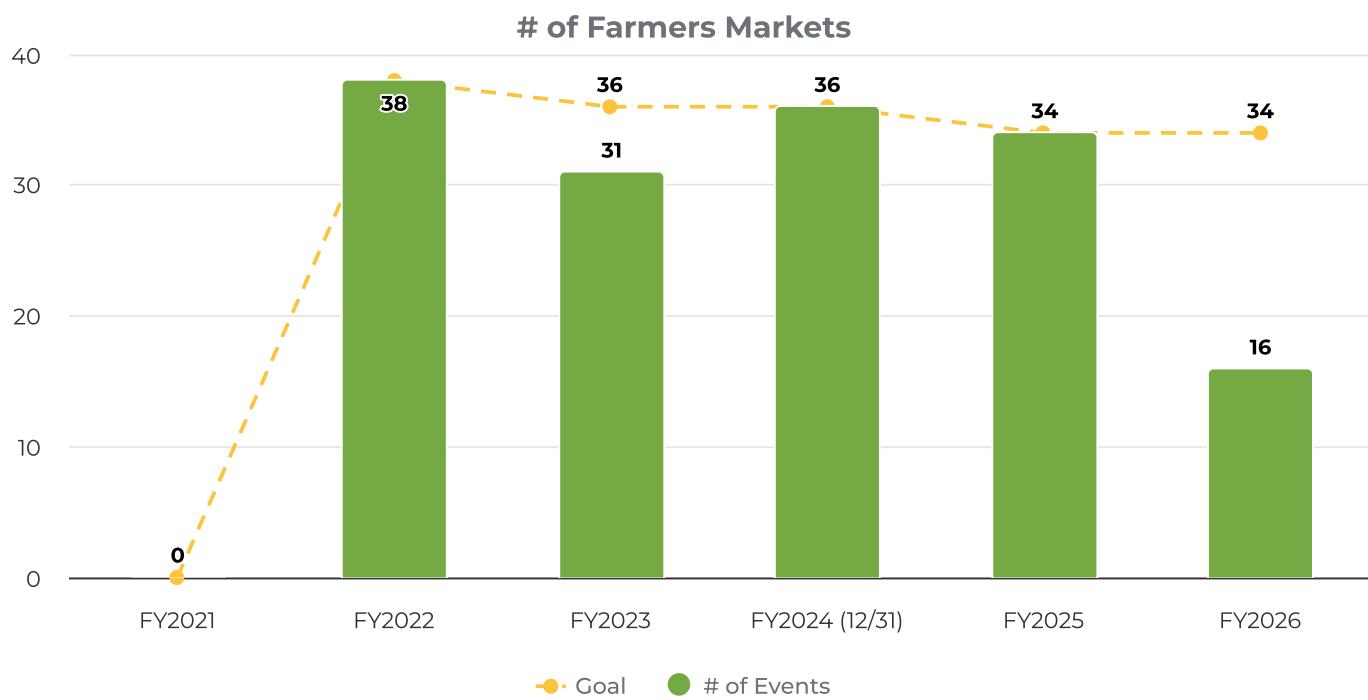
Status and Progress

Last Update	Progress	Status	Note
11/4/2024	<div><div style="width: 50%;">50%</div></div>	On Track	--
07/1/2024	<div><div style="width: 0%;">0%</div></div>	On Track	Strategic Plan started 07/01/2024.



Goals

Increase tourism to the downtown area.

**Key Performance Indicators****Action Items**

Promote and advertise more about downtown.	Last Update 04/9/2025	Progress	75%	Status ● On Track
Develop and implement a plan to connect the marina to downtown.	Last Update 04/9/2025	Progress	50%	Status ● On Track
Develop and implement a robust events calendar.	Last Update 11/4/2024	Progress	100%	Status ● On Track

Action Items

Promote and advertise more about downtown.

Status and Progress

Last Update	Progress	Status	Note
04/9/2025	<div><div style="width: 75%;">75%</div></div>	On Track	--
11/4/2024	<div><div style="width: 50%;">50%</div></div>	On Track	--
07/1/2024	<div><div style="width: 0%;">0%</div></div>	On Track	Strategic Plan started 07/01/2024.



Action Items

Develop and implement a plan to connect the marina to downtown.

Status and Progress

Last Update	Progress	Status	Note
04/9/2025	<div><div style="width: 50%;">50%</div></div>	 On Track	--
Last Update 11/4/2024	<div><div style="width: 25%;">25%</div></div>	 On Track	--
Last Update 07/1/2024	<div><div style="width: 0%;">0%</div></div>	 On Track	Strategic Plan started 07/01/2024.



Action Items

Develop and implement a robust events calendar.

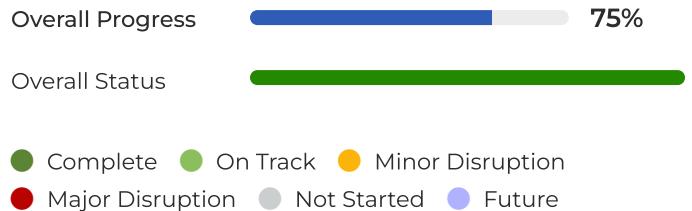
Status and Progress

Last Update	Progress	Status	Note
11/4/2024	<div><div style="width: 100%;">Progress</div></div> 100%	 On Track	--
07/1/2024	<div><div style="width: 0%;">Progress</div></div> 0%	 On Track	Strategic Plan started 07/01/2024.

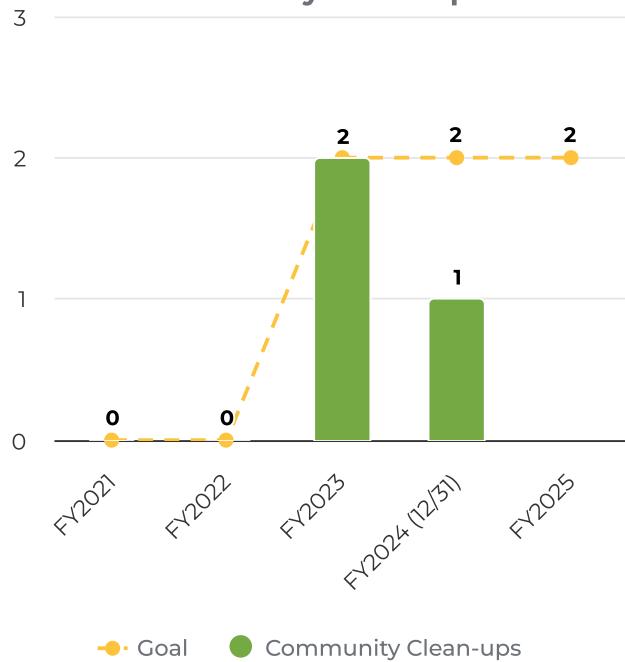


Goals

Keep Flowery Branch beautiful.

**Key Performance Indicators**

Community Clean-ups



Code Enforcement Contacts

**Action Items**

[Host community clean-ups.](#)

Last Update **04/9/2025**

Progress

[Remove blight through code enforcement.](#)

Last Update **04/9/2025**

Progress

Status
● On Track

Status
● On Track

Action Items

Host community clean-ups.

Status and Progress

Last Update	Progress	Status	Note
04/9/2025	<div><div style="width: 75%;">75%</div></div>	On Track	--
11/4/2024	<div><div style="width: 25%;">25%</div></div>	On Track	--
07/1/2024	<div><div style="width: 0%;">0%</div></div>	On Track	Strategic Plan started 07/01/2024.



Action Items

Remove blight through code enforcement.

Status and Progress

Last Update	Progress	Status	Note
04/9/2025	<div><div style="width: 75%;">75%</div></div>	On Track	--
11/4/2024	<div><div style="width: 25%;">25%</div></div>	On Track	--
07/1/2024	<div><div style="width: 0%;">0%</div></div>	On Track	Strategic Plan started 07/01/2024.

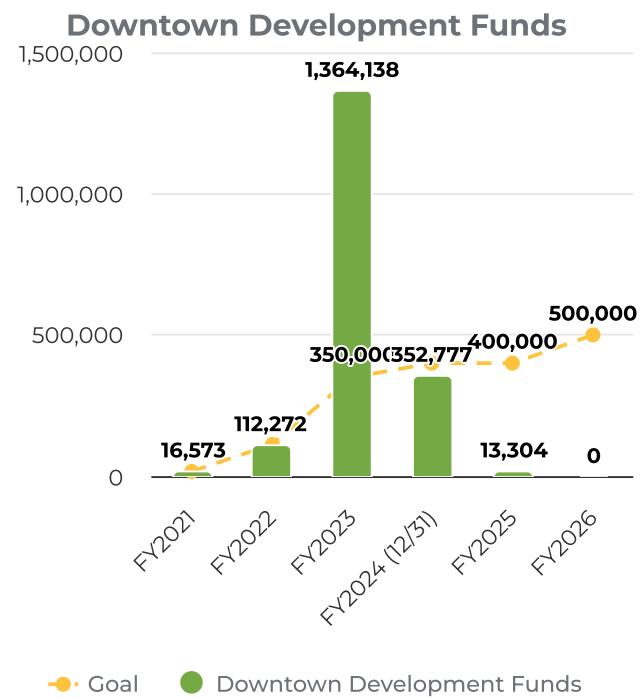
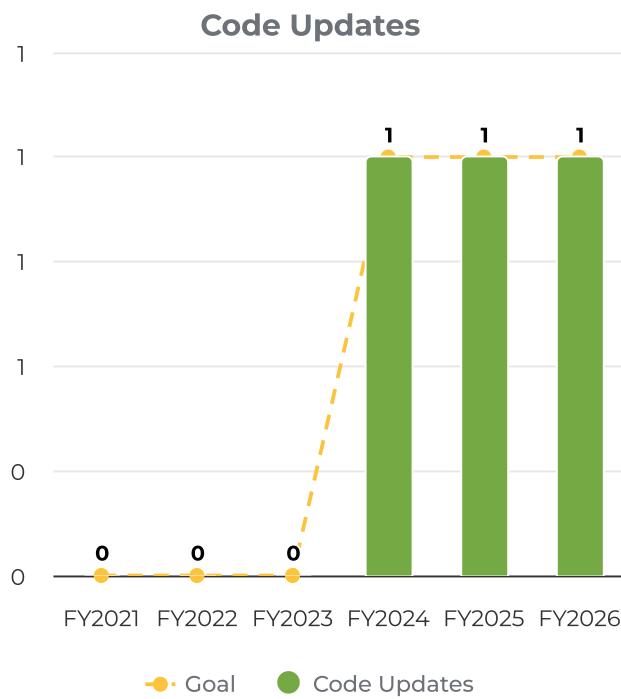


Goals

Develop a high-quality, vibrant community.



Key Performance Indicators



Action Items

Downtown Development Phase II.	Last Update	11/4/2024	Progress	50%	Status	On Track
Update the Unified Development Code.	Last Update	11/4/2024	Progress	50%	Status	On Track

Action Items

Downtown Development Phase II.

Status and Progress

Last Update	Progress	Status	Note
11/4/2024	<div><div style="width: 50%;">Progress</div></div> 50%	● On Track	--
07/1/2024	<div><div style="width: 0%;">Progress</div></div> 0%	● On Track	Note Strategic Plan started 07/01/2024.



Action Items

Update the Unified Development Code.

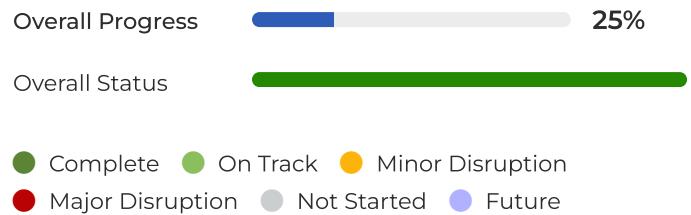
Status and Progress

Last Update	Progress	Status	Note
11/4/2024	<div><div style="width: 50%;">Progress</div></div> 50%	● On Track	--
07/1/2024	<div><div style="width: 0%;">Progress</div></div> 0%	● On Track	Note Strategic Plan started 07/01/2024.



Goals

Promote a pedestrian friendly community.



Action Items

Develop a community sidewalk plan.	Last Update 11/4/2024	Progress  25%	Status  On Track
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Action Items

Develop a community sidewalk plan.

Status and Progress

Last Update	Progress	Status	Note
11/4/2024	<div><div style="width: 25%;">25%</div></div>	On Track	--
07/1/2024	<div><div style="width: 0%;">0%</div></div>	On Track	Strategic Plan started 07/01/2024.



Goals

Ensure Flowery Branch is a safe community to live, work and play.



Action Items

Create a city-wide safety program.	Last Update 04/9/2025	Progress  100%	Status  On Track
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Action Items

Create a city-wide safety program.

Status and Progress

Last Update	Progress	Status	Note
04/9/2025	<div><div style="width: 100%;">Progress</div></div> 100%	 On Track	--
11/4/2024	<div><div style="width: 25%;">Progress</div></div> 25%	 On Track	--
07/1/2024	<div><div style="width: 0%;">Progress</div></div> 0%	 On Track	Strategic Plan started 07/01/2024.

Goals

Complete the
Downtown
Development Phase I
and begin the
Downtown
Development Phase
II.



Action Items

Downtown Development Phase I and Phase II	Last Update 10/21/2025	Progress  50%	Status  On Track
---	-------------------------------	---	---



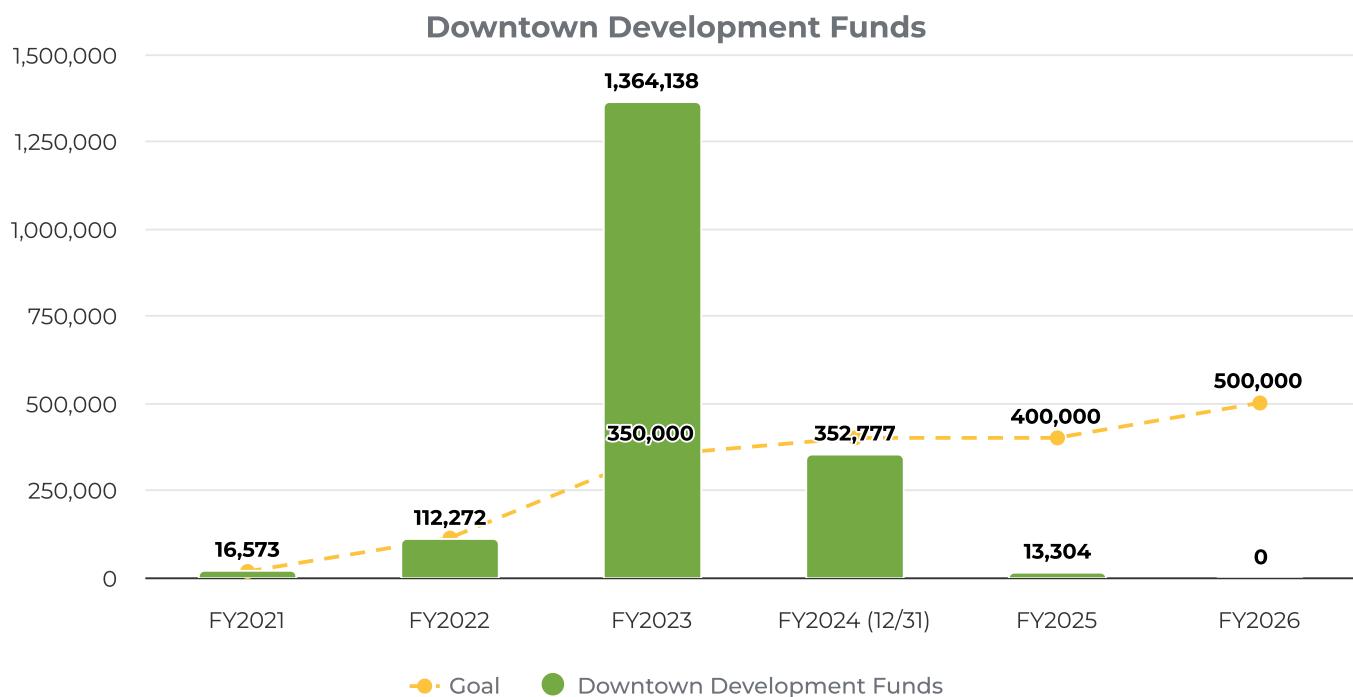
Action Items

Downtown Development Phase I and Phase II

Status and Progress

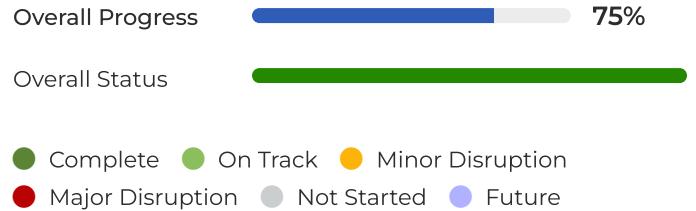
Last Update 10/21/2025	Progress	<div style="width: 50%;"> </div> 50%	Status ● On Track	Note Entered into an agreement with Pen Hodge.
Last Update 11/4/2024	Progress	<div style="width: 50%;"> </div> 50%	Status ● On Track	Note --
Last Update 07/1/2024	Progress	<div style="width: 0%;"> </div> 0%	Status ● On Track	Note Strategic Plan started 07/01/2024.

Key Performance Indicators



Goals

Update the Unified Development Code.



Action Items

Update to the Unified Development Code.	Last Update 10/21/2025	Progress  75%	Status 
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Action Items

Update to the Unified Development Code.

Status and Progress

Last Update	Progress	Status	Note
10/21/2025	<div><div style="width: 75%;">75%</div></div>	On Track	--
04/9/2025	<div><div style="width: 52%;">52%</div></div>	On Track	--
07/1/2024	<div><div style="width: 0%;">0%</div></div>	On Track	Strategic Plan started 07/01/2024.



Goals

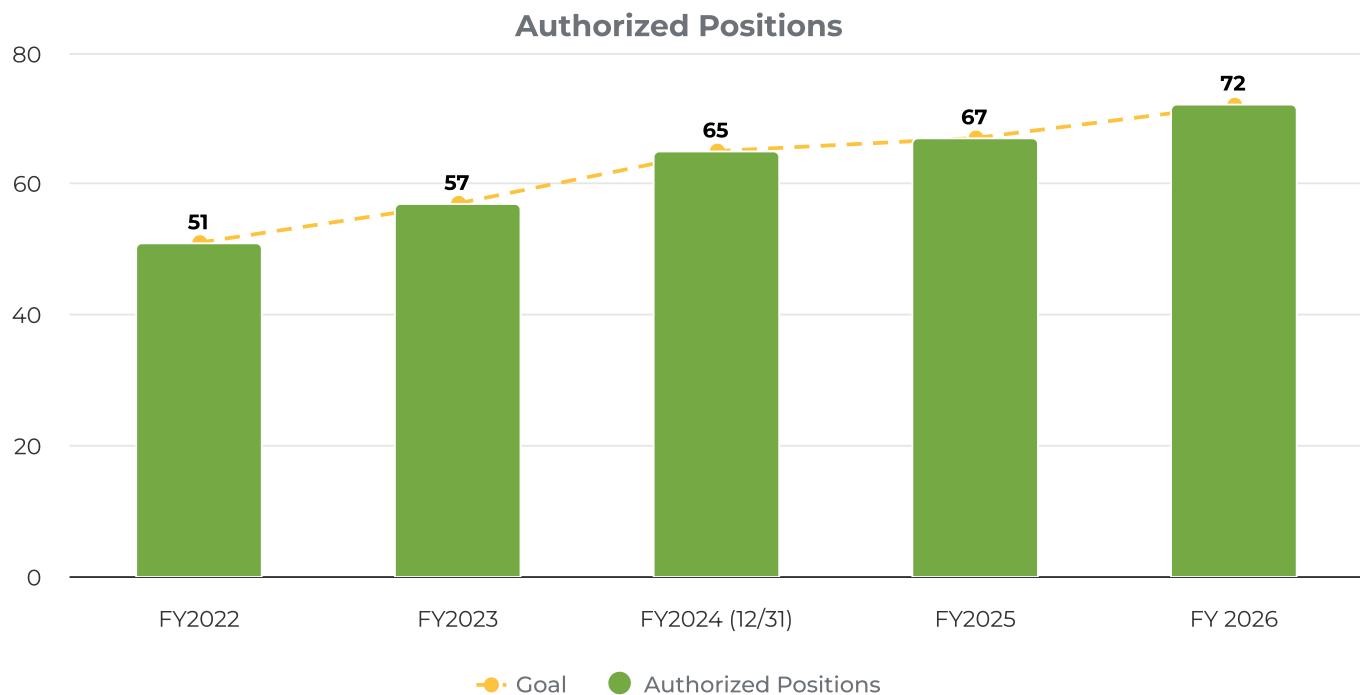
Generate more business & attract new businesses in the downtown area by hiring additional staff members.

Overall Progress  100%

Overall Status 

● Complete ● On Track ● Minor Disruption
● Major Disruption ● Not Started ● Future

Key Performance Indicators



Action Items

New Businesses	Last Update 04/9/2025	Progress <div style="width: 100%;"><div style="width: 100%; background-color: #337AB7;"></div></div> 100%	Status ● On Track
Authorized Positions	Last Update 04/9/2025	Progress <div style="width: 100%;"><div style="width: 100%; background-color: #337AB7;"></div></div> 100%	Status ● On Track



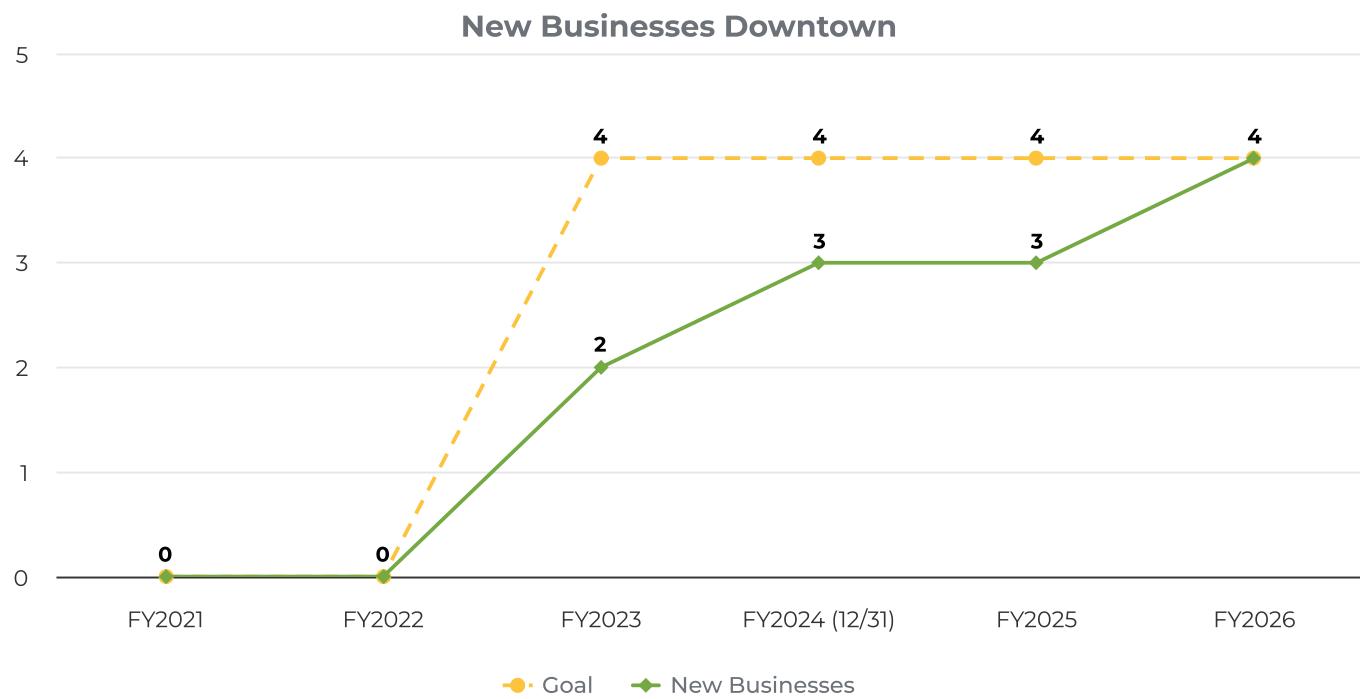
Action Items

New Businesses

Status and Progress

Last Update	Progress	Status	Note
04/9/2025	<div style="width: 100%;">100%</div>	On Track	--
11/4/2024	<div style="width: 25%; background-color: #6699CC;">Progress</div>	On Track	--
07/1/2024	<div style="width: 0%; background-color: #CCCCCC;">Progress</div>	On Track	Strategic Plan started 07/01/2024.

Key Performance Indicators



Action Items

Authorized Positions

Status and Progress

Last Update	Progress	Status	Note
04/9/2025	<div style="width: 100%;">100%</div>	● On Track	--
11/4/2024	<div style="width: 75%; background-color: #0070C0; color: white;">75%</div>	● On Track	--
07/1/2024	<div style="width: 0%; background-color: #D3D3D3;">0%</div>	● On Track	Strategic Plan started 07/01/2024.

Key Performance Indicators

