

Prior Accomplishments



Goal #1

- Completed Ferran Park / Lakefront Master Plan
- Constructed Phase 1 of Kensington Gateway
- Installed way-finding signage
- Installed first phase of improvements at Palmetto Point Park
- Prepared cooperative proposal for the coordination of Fire Services in the Gold Triangle



Goal #2

- Worked cooperatively with the Lake Eustis Chamber and Lake County to establish the North East Lake County Business Opportunity Center in Eustis
- Adopted incentives to encourage residential and business growth with additional incentives for development in the CRA and Enterprise Zone
- Completed agreements for improvements to rail services to Eustis



Goal #3

- Completed the Street Master Plan
 - Completed upgrade of Wastewater Treatment Plant and expanded reclaim water storage facilities with project cost savings
 - Completed installation of wireless technology and computer lab at the Library
 - Reduced the rate of increase in sewer rates from a projected 9% annually to 4-5% annually due to savings in plant improvements
- Implemented a single stream recycling program, increased recycling, and reduced solid waste management charges

Core Values



We **S**erve
We are **P**rofessional
We act with **I**ntegrity
We produce **R**esults
We are **I**nvolved
We practice **T**eamwork



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Strategic Plan 2013 - 2014

Vision

Eustis is a vibrant lakefront community with a well integrated local economy strengthened by creativity and innovation. It is a community that respects and honors its history and its rich natural environment. It provides residents, workers, and visitors a friendly, welcoming sense of place.

Mission

Create a superior quality of life by engaging and partnering with the community to provide financially prudent and customer friendly services.

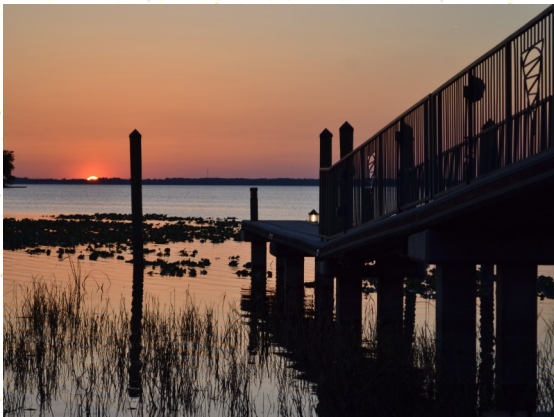
June 27, 2013



Goal #1

To be a beautiful, livable city with a vibrant lakefront identity

- Determine, design, fund, and construct the first phase of the Ferran Park / Lakefront Master Plan with the possibility of including access for seaplane landings. Designate funds from City property sales to speed the lakefront development
- Complete the design, funding and construction of the Palmetto Plaza Market Place and the Avenue park / gateway within 12-18 months
- Continue to implement the Pedestrian and Bicycle Master Plan, especially the trail component
- Complete construction of the Palmetto Point Park improvements
- Continue to invest in infrastructure improvements
- Construct gateway monument signs at entrances to the City and other appropriate locations
- Improve the maintenance and appearance of the City properties and facilities



Goal #2



To expand the local economy

- Develop criteria for identifying critical existing businesses and continue meeting regularly with those businesses to determine how the City can support their growth and expansion
- Promote economic development incentives on the City's website and social media
- Proactively recruit businesses to properties served by rail improvements
- Identify and market city-owned properties for commercial and residential development
- Evaluate the economic benefit of various events and programs to determine the level of City support
- Add to the City's brand identity, "Eustis Gateway to the Harris Chain of Lakes", "Bass Capital of Lake County". Attract 2 major fishing events with weigh-ins at the City docks
- Locate a kayak launch next to the pool or other appropriate location. Procure kayaks and rent kayaks to the general public under the direction of the Parks and Recreation if feasible. Create the Eustis Water Trails



Goal #3

To provide quality, cost-effective public services

- Continue to update park and recreation user fees
- Complete implementation of financial, business and operational software / hardware systems to improve efficiency and effectiveness
- Continue to pursue coordination of Fire Services with Mt. Dora, Tavares and Lake County
- Initiate the development of a Parks & Recreation Master Plan
- Evaluate alternative uses for the sale of reclaimed water resources in addition to irrigation
- Develop and implement City fleet policies
- Review and evaluate long-term options for infrastructure funding and the viability of extending the local sales tax
- Evaluate the long-term viability of city buildings and facilities and develop strategies to address deficiencies
- Implement plans to keep the Library on the "cutting edge" of technology
- Evaluate alternative e locations for a new fire station if #27 is not available to serve the NW part of the City, including the conversion of the City mulch plant off CR44
- Develop a competitive compensation / benefits plan to recruit and retain quality employees that will place total compensation and benefits, including pension, vacation, and sick days in the top quartile of a weighted average of the private and public sector in labor market area
- Implement a merit-based Compensation System based on assessments / evaluations with realistic and measurable goals for employee performance