



City of Folly Beach Five-Year Strategic Plan 2018

Mission Statement

The mission of the City of Folly Beach is to provide quality services to all citizens, promote strategic economic development that both protects our natural resources and preserves our rich heritage, adopt land regulations ensuring smart growth as directed by the City's Comprehensive Plan, and engage and educate our citizenry in local government that they may be prepared to meet the challenges of our future, so that Folly Beach is recognized as the #1 community in which to live, work and raise a family.

Top Legislative Priorities for 2018-2019 Fiscal Year

Legislative Priorities are taken from the City's Comprehensive Plan, the prior year's Strategic Plan, and the current year's Strategic Planning Work Session.

1. Preserving the Beach and Protecting Natural Resources
2. Infrastructure and Capital Planning
3. Pedestrian and Bike Safety
4. Public Communication
5. Public Facilities
6. Drainage and Stormwater
7. Ensuring Staff has capacity to meet needs

Department	Category	Priority	Status	Comments / Details	Project Manager	2018-19	2019-20	2020-21	2021-22	2022-23
Beach	Reserve	H	ongoing	Saving for Renourishment	Wetmore, Gessner	\$ 850,000	\$ 850,000	\$ 850,000	\$ 850,000	\$ 850,000
Beach	Operational	H	75%	Nearshore Sand Source	Wetmore	\$ -	\$ -	\$ -	\$ -	\$ -
Beach	Reserve	H	50%	Engineer, Permit, Construct Groins	Wetmore	\$ -	\$145,000 (extend E)	\$2 million (construct)	\$ -	\$ -
Beach	Operational	H	ongoing	Legislative Advocacy, Education, & Funding	Wetmore	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000
Beach	Operational	H	50%	Dune Management Plan & Future Sand Fencing/Vegetation Replacement	Wetmore, Lutz	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000
Util	Capital	M	10%	Automated Meter Readers: Phased Program	Sullivan	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ -
Util	Capital	H	10%	Water Main Replacement Program & Backup Water Source	Gesser, Sullivan, Wetmore	\$ 820,000	\$ 820,000	\$ 820,000	\$ 820,000	\$ 820,000
Util	Capital	L	0%	SCADA: Remote pressure-reduction capability	Sullivan	\$ -	\$ -	\$ -	\$ -	\$ -
PW & Facil	Operational	H	25%	Ped Paths: Concept plan, 2nd E & E Hudson to park	Lutz, Pope	\$ 50,000	\$ 50,000	10000 (maint)	\$ 10,000	\$ 10,000
PW & Facil	Operational	H	15%	Four Way Stop 2nd Streets E & W - combine with speed limit traffic study	Lutz					\$ -

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PW & Facil	Operational	0%		Crosswalk Safety - Auto Detect: \$10,000	Lutz, Wetmore	\$ -	\$ -	\$ -		\$ -
PW & Facil	Operational	M	50%	ROW Encroachments	Lutz, Parking Committee					\$ -
PW & Facil	Operational	L	15%	Study Arctic: single lane, pedestrian, bike, paid parking	Wetmore, Lutz			\$20,000 (concept)		\$ -
PW & Facil	Operational	L	50%	Green Initiatives: Solar Panels, LED Lights	Lutz	Cost offset by savings	Cost offset by savings	Cost offset by savings	Cost offset by savings	Cost offset by savings
PW & Facil	Contract	H	50%	City Hall Facility: Fix Leaking Joints, Windows FEMA Grant Received	Lutz	\$ -	\$ -	\$ -	\$ -	\$ -
PW & Facil	Reserve	H	10%	City Hall Facility: Long Term Saving for Renovation	Lutz, Gessner, Wetmore	\$100,000 (after loans)	\$ 100,000	\$ 100,000	\$ 100,000	\$ -
PW & Facil	Reserve	H	100% (ongoing)	Garbage Trucks: Saving to replace next truck per fleet maintenance policy Target 2020-21	Lutz, Gessner	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000
IT	Capital	L	10%	Office Phone System	Hall	\$ -	\$ 15,000	\$2000 (service)	\$2000 (service)	\$2000 (service)
IT	Contract	H	50%	Financial Software Upgrade: Accept Credit Card Payments, Updated Accounting	Hall, Gessner	\$40,000 (ongoing service)	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000

Department	Category	Priority	Status	Comments / Details	Project Manager	2018-19	2019-20	2020-21	2021-22	2022-23
IT	Operational	H	0%	Firewall Upgrade (IT Security for City Network)	Hall	\$ 30,000	\$ -	\$ -	\$ -	\$ -
IT	Operational	M	0%	Employee Intranet: Handbook, Info, Benefits, Timesheets, etc	Hall, Battey	\$ -	\$ -	\$ -	\$ -	\$ -
IT	Operational	H	75%	Communication Plan Complete; Implement Community Email List: Information, Surveys	Hall, Wetmore	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000
PS	Personnel	M	0%	Code Enforcement	Wetmore, Lutz, Gilreath	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
PS	Operational	H	50%	Medical Response/EMS Capabilities	Gilreath, Burke	\$ 15,000	\$ -	\$ -	\$ -	\$ -
PS	Reserve	H	ongoing	Saving for Fire Engine Replacement 2019-20 Target	Burke	\$100,000 (after loans)	\$100,000 (after loans)	\$100,000 (after loans)	\$100,000 (after loans)	\$100,000 (after loans)
PS	Capital	H	ongoing	Police Car cyclical replacement per fleet maintenance policy	Gilreath	\$ 90,000	\$ 92,000	\$ 92,000	\$ 94,000	\$ 94,000
PS	Contracts	H	90%	Dispatch and Police Records Software (ALEN)	Hall, Gilreath	\$ 12,000	\$ 13,000	\$ 13,000	\$ 14,000	\$ 14,000
PS	Personnel	M	50% (ongoing)	PS Staff: Consider part-time/full-time, dual training, etc	Gilreath Mims	\$ 90,000	\$ 90,000	\$ 90,000	\$ 90,000	\$ -
PS	Operational	H	75%	SC Accreditation	Gilreath	\$ -	\$ -	\$ -	\$ -	\$ -

Department	Category	Priority	Status	Comments / Details	Project Manager	2018-19	2019-20	2020-21	2021-22	2022-23
Admin	Personnel	H	ongoing	Merit Based Evaluations/Employee Compensation & Cost of Living (3% growth)	Wetmore, Battey, Gessner	\$ 64,480	\$ 66,415	\$ 68,407	\$ 70,459	\$ -
Admin	Capital	M	10%	History Space @ Community Center City Hall	Lutz, History Comm.	\$ 30,000	\$ -	\$ -	\$ -	\$ -
Admin	Operational	M	0%	Employee Housing: Look at feasibility	Wetmore, Lutz, Gilreath, Battey					\$ -
Admin	Operational	M	0%	New Commercial Parking Lot Regs: Buffers, etc	Pope	\$ -	\$ -	\$ -	\$ -	\$ -
Admin	Operational	M	0%	Marsh Islands: Morris Island Management Plan and Long Island Zoning	Pope	\$ -	\$ -	\$ -	\$ -	\$ -
Admin	Personnel	M	5%	Administration Staff: Recreation, Facilities, Community Liasion, Volunteer coord, Fundraisers, Grants	Wetmore, Parks & Rec Comm.	\$ 65,000	\$ 65,000	\$ 65,000	\$ 65,000	\$ -
Admin	Operational	M	0%	Study Development Requirements: Hydrants, Water Main, Sidewalk, Mass Trasnit?	Pope, Lutz	\$ -	\$ -	\$ -	\$ -	\$ -

Department	Category	Priority	Status	Comments / Details	Project Manager	2018-19	2019-20	2020-21	2021-22	2022-23
Admin	Operational	M	ongoing	Safety Program & Regular Training	Batthey, Burke Sullivan	\$ -	\$ -	\$ -	\$ -	\$ -
Admin	Reserve	H	50%	Build up Emergency Fund to \$2 million by 2020	Gessner	\$ -	\$ -	\$ -	\$ -	\$ -



CITY OF FOLLY BEACH

Introduced by: Mayor Goodwin
Date: February 13, 2018

RESOLUTION 07-18

A RESOLUTION BY THE FOLLY BEACH CITY COUNCIL ADOPTING THE CITY OF FOLLY BEACH 2018 FIVE-YEAR STRATEGIC PLAN.

WHEREAS, in order to meet the City's long-term needs and prioritize staff time and budget requests, the City of Folly Beach establishes a Strategic Plan; and

WHEREAS, this strategic plan must be regularly evaluated and adopted to effectively establish and guide these priorities; and

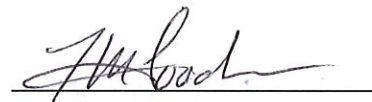
WHEREAS, City Council has held a strategic planning work session and the attached plan summarizes City's mission, legislative priorities, and strategic budget items for the next five years.

NOW, THEREFORE, BE IT RESOLVED, that the City Council of Folly Beach approves the 2018 City of Folly Beach Five-Year Strategic Plan.

RATIFIED this 13th day of February 2018, at Folly Beach, South Carolina, in City Council duly assigned.

ATTEST:


Signature Attest


Tim Goodwin, Mayor