

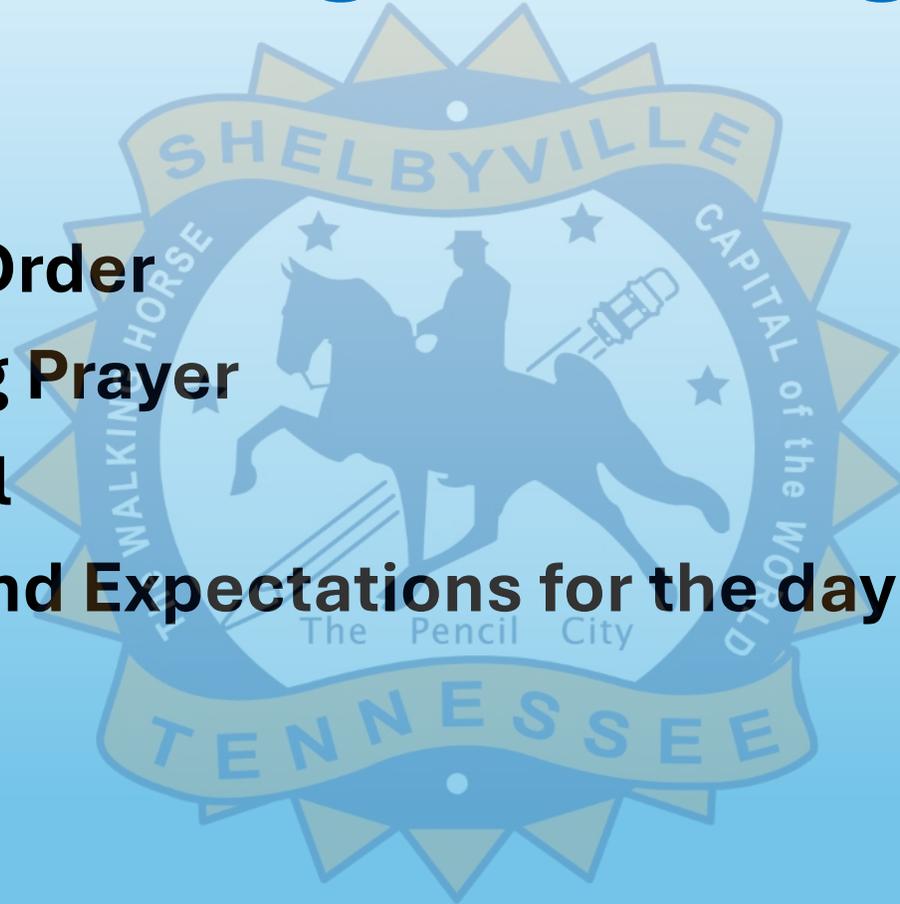


City of Shelbyville Mayor & City Council

Strategic Planning 2026

Welcome to Strategic Planning 2026!

1. **Call to Order**
2. **Opening Prayer**
3. **Roll Call**
4. **Goals and Expectations for the day**



Strategic Planning 2026

Public Comment

Strategic Planning 2026

2023 Mission Statement

The City of Shelbyville shall provide services and distribute public funds efficiently to improve the quality of life of our citizens, visitors, and businesses.

2025 Mission Statement

The City of Shelbyville is dedicated to serving the people, organizations, and businesses of the community in a fiscally responsible manner, with an emphasis on providing for public safety, promoting economic development opportunities, and maintaining a high quality of life.

Strategic Planning 2026

2025 Vision Statement

To foster a thriving, inclusive, and sustainable city that honors our heritage, where innovation, culture, and well-being come together to create a vibrant and welcoming community.





Strategic Planning 2026

Strengths

Weaknesses

SWOT

Opportunities

Threats

Strategic Planning 2026 – SWOT Review

Strengths

- Strong agency relationships
- Overall communication
- Transparency
- Grant opportunities
- Airport
- National Resources (River)
- Vocational training
- Public Safety
- Fiscally responsible governing body
- Strong city finances
- Strong leadership (Council & Staff)
- Invested in community
- Available utilities
- Location
- Affordable property
- Reasonable cost of living
- Community safety

Weaknesses

- Too much government housing
- Low citizen participation
- Low initiative and follow through on goals
- Park amenities (restrooms & concessions)
- Industry recruitment
- Sales tax leakage
- Proximity to bigger population centers
- Low variety of retail
- Lack of community events
- City promotion
- Utilization of technology

Opportunities

- Varied arena use
- Funding for execution of opportunities
- Capitalization on leisure time for travel
- Lynchburg partnership
- Long-term comprehensive plan with downtown focus
- Walkability (rail/trail)
- Urban growth boundary expansion
- Capitalize on regional growth
- Commercial & Industrial recruitment
- Chamber of Commerce (City lead)
- Improve government cooperation
- City Charter review
- Expansion of existing industry
- Capitalize on natural resources

Threats

- Annexation limitations
- Fringe growth
- Demand on local school system
- Demographics

Strategic Planning 2026

- **Review of 2023 Ratified Strategic Plan with updates**
- **Review of 2025 Draft Strategic Plan with updates**

Strategic Planning 2026

Goal setting Criteria

- Goals should relate to the mission as expressed in the mission statement.
- Goals can relate to the key issues you identified in the SWOT analysis.
- Build on strength.
- Minimize a weakness.
- Identify what to do with opportunities.
- Goals can be “dreams” too.
- Focus on **what** is to be accomplished, rather than how.
- Stretch and challenge the City, yet should be attainable.

Strategic Planning 2026



Strategic Planning 2026

Determine “Buckets” or “Area of Focus”

Buckets utilized in previous plans

- **Public Safety**
- **Finance and Administration**
- **Public Works**
- **Utilities**
- **Parks & Recreation**
- **Economic & Community Development**

Example of Area of Focus

- **Economic Vitality**
- **Excellence in Governance**
- **Infrastructure and Amenities**
- **Long-term Fiscal Sustainability**
- **Safe and Resilient City**

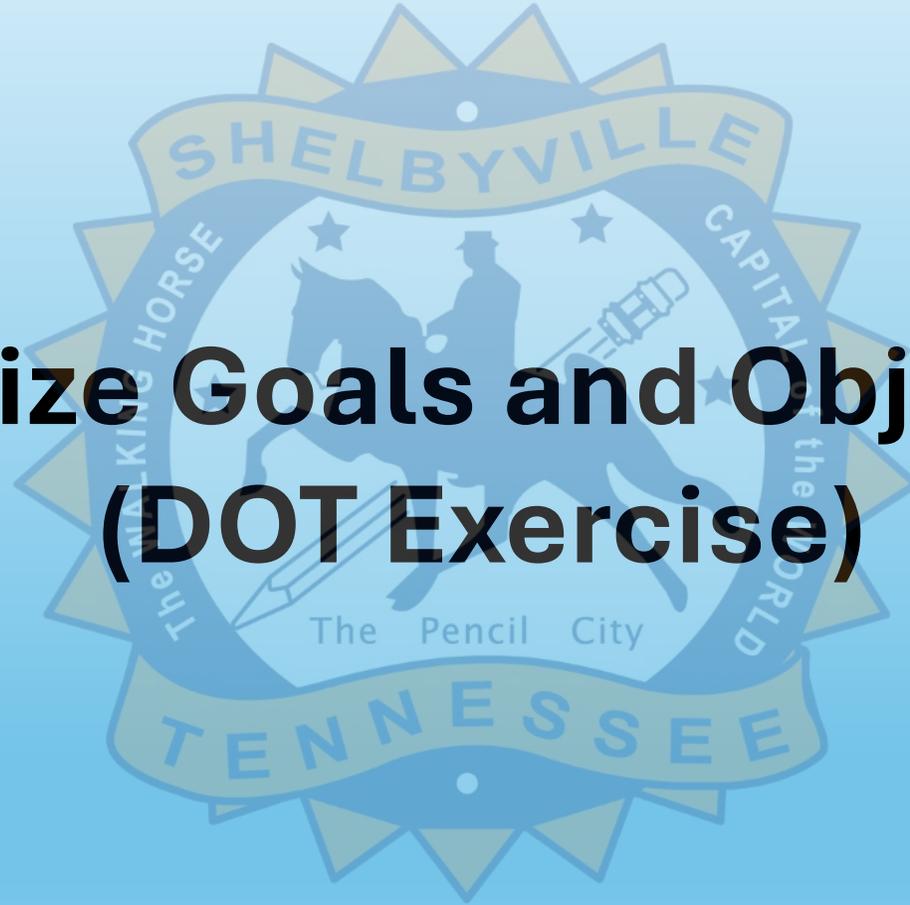
Strategic Planning 2026 – Setting the Goals!

- Overall City Goals
- Ward Specific Goals



Strategic Planning 2026

**Prioritize Goals and Objectives
(DOT Exercise)**



Strategic Planning 2026



**Final Comments
and
Adjournment**