



FLORIDA LEAGUE OF MAYORS

STRATEGIC PLAN

(Adopted January 31, 2024)

The Florida League of Mayors will remain a fiscally strong organization that provides high quality leadership training; networking opportunities; facilitates and encourages sharing of best practices; and opportunities to enhance connection between mayors, their constituents, and other elected and professional staff in their cities.

To achieve this vision, the Florida League of Mayors has adopted the following strategic focus areas, along with strategies and action steps.

EDUCATIONAL OPPORTUNITIES

Webinars, Seminars, Forums (Fora)

BRANDING/MARKETING

Utilizing social media (membership component too)

FLM webpage maintenance/utilization

Communication with membership

MEMBERSHIP

Retaining current members

Continued growth of membership

NETWORKING

sharing best practices

regional meetings

Zoom or virtual meetings at least quarterly

ADVOCACY

State and federal advocacy

Coordinating with Florida League of Cities' legislative team/ legislative director

VISION

To be the leading nonpartisan source of opportunities for Mayors in Florida to share best practices, enhance connections between mayors, and learn to be better mayors and leaders within their communities.

MISSION STATEMENT

The Florida League of Mayors will provide leadership training, educational events, and professional networking opportunities while fostering an environment that promotes cooperation for the general improvement and efficient administration of Florida’s municipalities.

CORE VALUES

Service. Collaboration. Respect. Influence. Integrity. Commitment. Communication. Accountability. Education

EDUCATIONAL OPPORTUNITIES

The Florida League of Mayors will provide educational opportunities for mayors around the state to help them become better leaders, public speakers and more proficient and knowledgeable in running meetings and working with other municipal officials. Goals include increased participation of mayors in educational and learning opportunities.

STRATEGIES:

Virtual and in-person training. Forums, webinars, and seminars
Regional and statewide virtual and in-person training

ACTION STEPS:

Host regional meetings around the state to serve as both educational and networking opportunities.

Host educational events in conjunction with FLC events—

- Legislative Conference
- Annual Conference
- Legislative Action Days

Host quarterly “Lunch and Chat” events

Can be “open forum” or designated topic of interest

Host pre-session legislative issue forum

Host post-session legislative issue update

Plan and host networking events to allow sharing of “best practices” by mayors

BRANDING /MARKETING

The Florida League of Mayors will continue to use all available media social media platforms to build and enhance the brand name of FLM. The FLM will continue to market the organization to all eligible mayors, vice-mayors and deputy mayors.

STRATEGIES:

Utilizing social and traditional media, continue to raise the profile of the Florida League of Mayors so all Florida mayors are aware of the organization. Ensure FLM is considered a vital resource for mayors and individuals or entities that are looking to learn more about the important role of Florida mayors.

ACTION STEPS:

Develop messaging strategy for target audiences-

Mayors

Citizens

Develop/refine marketing materials

Keep webpage up-to-date (easy to use) and content fresh

Encourage mayors to interact on social media platforms using FLM # or X (Twitter) handle

Maintain non-partisan profile of FLM through all branding/marketing efforts

Maintain and reinforce FLM identity separate from FLC—not a subsidiary of FLC but an organization of mayors that works with FLC as necessary and appropriate.

Develop and implement outreach plan for business affiliate program to enhance benefits both to mayors and businesses

Share quotes/testimonials from mayors about benefits of FLM

Enhance opportunities for FLM sponsorship of events that put FLM brand in public domain (Project Opioid)

MEMBERSHIP

The FLM will retain current members and set growth goals to encourage every city in Florida to become a member of the organization.

STRATEGIES:

Retention and growth will be possible through delivering timely, relevant, educational material in a variety of informative and interesting formats.

ACTION STEPS:

Poll current members of FLM to determine their level of satisfaction with FLM membership

Review current membership benefits

Using branding and marketing strategies discussed above, ensure all mayors are informed of FLM and benefits of membership

Encourage existing board members to reach out to mayors within their districts for recruiting and retention efforts

Strengthen outreach efforts to newly elected mayors by FLM and mayor-to-mayor outreach.

Enhance programming to foster retention

Encourage participation in activities by deputy/vice mayors to educate about FLM

Share quotes/testimonials from mayors about benefits of FLM on social media

Work with Florida's Local/Regional Leagues to promote membership in FLM

KEY PERFORMANCE INDICATORS

NETWORKING

STRATEGIES:

The FLM will provide a variety of programs and events that will foster interaction between mayors and deputy/vice mayors around the state.

ACTION STEPS:

Plan and conduct regional networking events

Plan and host reception for mayors and deputy/vice mayors at FLC annual conference

Plan and host reception for mayors and deputy/vice mayors at FLC Legislative conference

Plan and host FLM Board dinners at FLC annual conference.

Plan and host FLM membership dinner at FLC Legislative Action Days

Facilitate events related to US Conference of Mayors events

ADVOCACY

Strategies: Encourage and facilitate mayors involvement in FLC advocacy efforts in accordance with FLC Legislative Director goals

Action Steps:

Encourage FLM members to serve on all Florida League of Cities' legislative policy committees

Encourage FLM members to serve on FLC Advocacy Committee

Facilitate sign up of mayors as Key Contacts through existing program

Recognize FLM Members who are selected as Home Rule Heroes in appropriate FLC and FLM media/websites

Encourage mayor's participation in Local Voices United Ambassador program

ONGOING PROGRAMMING

City Catalyst Grant Program

- Increase number of applications for grants
- Enhance recognition of grantees and projects

If I Were Elected Mayor Program

- Develop strategies for enhanced participation by middle schoolers around state
- Enhance recognition of winners through all media sources

Business Affiliate Program

- Enhance marketing efforts to businesses
- Evaluate existing benefits package for participants

Mayors Municipal Innovation Awards Program

- Increase efforts to inform cities of award program

Regional Events

- Develop strategy to enhance participation by mayors

FY 23-24 Programs

STATEWIDE COMMUNITY EVENT

Hands Across the State event—planning stages.

Create 3 committees of between 5-7 mayors to develop programming for mentoring, veterans' issues, and mental health issues. Informed membership of creation of committees—will begin filling committee slots and setting meetings

President to meet with at least 40 mayors across the state—ongoing

Host Regional Meetings

- Clermont/Auburndale
- Naples/ Fort Myers
- Destin/ Pensacola
- Port St. Lucie/Ocean Breze
- Pinellas/ Hillsborough/ Pasco/ Manatee Counties