



Strategic Plan Work Plan-Crescent City Harbor District

Task	Month 1	Month 2	Month 3	Month 4
Timeline & Approach				
Initial Planning Meeting				
√ Discuss plan approaches				
√ Determine desired process	June 1st			
√ Identify information needed				
√ Review organizational information				
√ Set Board workshop dates/times				
√ Set public presentation dates/times	June 1st			
√ Identify stakeholders & partners				
√ Write plan introduction & background				
Community Input Workshop				
√ Develop Survey	June 27th			
√ Develop Meeting Agenda				
√ Create 'Save the Date' Invite				
First Board Workshop				
√ Develop Mission/Vision				
√ Conduct SWOT Analysis		July 11th		
√ Discuss organizational capacity				
√ Write SWOT Analysis & Organizational plan components				
Second Board Workshop				
√ Overview of Goals & Objectives				
√ Brainstorm Goals & Objectives		July 25th		
√ Identify 3-5 broad goals				
√ Discuss goals supporting mission/vision				
√ Draft Goals & Objectives				
√ Conduct Focus Groups or interviews				

Task	Month 1	Month 2	Month 3	Month 4
Timeline & Approach				
Third Board Workshop				
√ Review draft Goals & Objectives		Aug 8th		
√ Discuss Key Performance Indicators (KPI's)				
√ Discuss Implementation Plan				
√ Write KPI's and develop Implementation Plan, revise goals				
√ Analyse public information, write analysis				
Fourth Board Workshop				
√ Review draft plan		Aug 29th		
√ Finalize public meeting				
√ Make final revisions				
Board Meeting				
√ Adopt Strategic Plan			Sept 4th or 18th	
Public Plan Presentation				Oct 2nd
Notes:				

Board
Consultant