

# CITY OF NICEVILLE STRATEGIC PLAN



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2025



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# INTRODUCTION

As we enter a new era, our city is ready to face the challenges and opportunities ahead. This Strategic Plan serves as our roadmap, guiding us toward a shared vision of a vibrant, sustainable, and inclusive community. In a world that is constantly changing, we understand the importance of thoughtful planning and proactive measures to ensure the well-being of our residents and the success of our businesses. This plan was developed with the support of the Institute for Senior Professionals, which engaged extensively with our community. They gathered insights and aspirations from our residents, stakeholders, local organizations, and city representatives.

This collaborative effort reflects our deep commitment to the growth and development of Niceville, as we strive to build a future that meets the needs of all our residents while fostering an environment where businesses can thrive and contribute to our community's overall vitality.



# VISION, MISSION, & SLOGAN

## VISION STATEMENT

"Niceville seeks to be Northwest Florida's community of choice, where residents thrive, businesses flourish, visitors are welcome, the military, family, and our heritage are honored, smart growth is addressed with forward-thinking, and natural beauty is preserved for future generations."

## MISSION STATEMENT

To deliver unrivaled municipal services with professionalism, teamwork, and transparency, upholding the public trust while enhancing the quality of life for every resident and fostering business opportunity.

## CITY SLOGAN

"NICEville... yes, it is!"



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# VALUES



## Stewardship

We are stewards of the financial, environmental, social, and physical resources entrusted to us by the community, and we are responsible to conserve them for present and future generations.

## Ownership

We embrace empowerment, responsibility, accountability and recognition to fulfill the City's vision and mission.

## Leadership

We are proactive in delivering solutions to our community through creativity, initiative, innovation and ownership with transparency.

## Integrity

We conduct ourselves with the highest standards that are ethical, legal, moral, professional and transparent, ensuring our actions are honest, respectful and fair.

## Dedication

We are committed to exceptional community services, aiming to improve our residents' quality of life with prompt, respectful, and unwavering dedication.



# STRATEGIC PRIORITY AREAS

FINANCIALLY  
SOUND CITY  
GOVERNMENT



UNRIVALED  
MUNICIPAL  
SERVICES



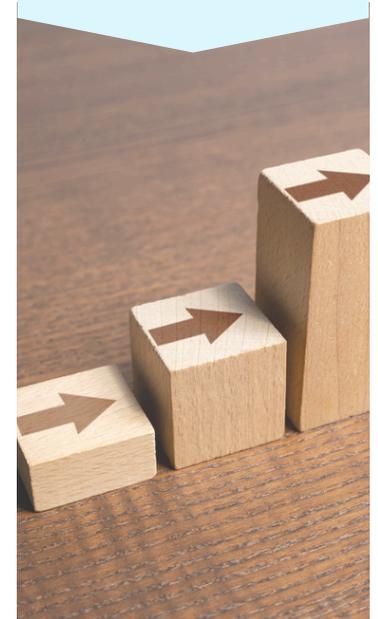
RESILIENT  
AND  
SUSTAINABLE  
CITY



STRONG  
COMUNITY  
PARTNERSHIPS



SMART  
GROWTH



# FINANCIALLY SOUND CITY GOVERNMENT

## INITIATIVE #1

**Ensure the stable fiscal health of the city with sustainable actions.**

**GOAL 1:** Address past practices to continually balance the budget.

**GOAL 2:** Enhance city revenue and diversify the revenue stream.

**GOAL 3:** Develop a multi-year financial plan

**GOAL 4:** Build strong financial reserves.

**GOAL 5:** Enhance departmental efficiencies by consolidating services, optimizing workflows, and leveraging technology to lower long-term operational costs.

**GOAL 6:** Enhance transparency and encourage community engagement.

## INITIATIVE #3

**Identify funding opportunities and develop grant applications to benefit the community.**

**GOAL 1:** Identify federal, state, and foundation funding sources that align with community needs

**GOAL 2:** Conduct a needs assessment by engaging with community members and stakeholders to prioritize areas for funding.

## INITIATIVE #2

**Promote economic development.**

**GOAL 1:** Strengthen the tax base through economic growth.

**GOAL 2:** Set direction to create and improve venues, opportunities and attractions, enabling promotion of Niceville as a “Day Destination”.



# UNRIVALED MUNICIPAL SERVICES

## INITIATIVE #1

**Adopt and refine best practices to deliver a high performing and accountable city government and services.**

GOAL 1: Develop sustainable high-performing city government and services.

GOAL 2: Deliver customer-centric training and implement customer service measurements.

GOAL 3: Develop a culture of continuous improvement and ownership.

GOAL 4: Strengthen first responder recruitment and retention.

## INITIATIVE #3

**Leverage technology tools for effective two-way communication with residents and businesses.**

GOAL 1: Implement and maintain a digital (or technology) roadmap for adopting, integrating and maintaining technology solutions to meet the goals of the City.

## INITIATIVE #2

**Attract and retain GREAT people.**

GOAL 1: Develop leadership competencies to refine the workplace culture.

GOAL 2: Offer competitive compensation packages, including fair salaries, comprehensive benefits and targeted incentive pay programs.

GOAL 3: Develop a strong employer branding strategy.

GOAL 4: Develop a succession program for the workforce.

# RESILIENT AND SUSTAINABLE CITY

## INITIATIVE #1

### Ensure community safety.

**GOAL 1:** Address public safety needs based on City growth, crime experience and recommendations for good practice.

**GOAL 2:** Keep Niceville one of Florida's safest cities.

## INITIATIVE #3

### Improve the quality of life across the community for all residents and business.

**GOAL 1:** Enhance existing entertainment and business development.

**GOAL 2:** Identify additional outdoor venues for events and festivals.

**GOAL 3:** Enhance existing and create new outdoor recreational facilities such as ball fields, and sports complexes.

## INITIATIVE #2

### Identify and address infrastructure changes necessary for resiliency.

**GOAL 1:** Modernize infrastructure.

**GOAL 2:** Ensure water supply and environmental resilience.

**GOAL 3:** Evaluate Utility Agreements.



# STRONG & COLLABORATIVE COMMUNITY PARTNERSHIPS

## INITIATIVE #1

**Adopt a citizen-centric approach to business practices and services.**

- GOAL 1: Engage with citizens in a deliberate and proactive manner.
- GOAL 2: Establish citizen advisory committees.
- GOAL 3: Identify and use customer-centric metrics.
- GOAL 4: Adopt an environment of continuous improvement
- GOAL 5: Recognize and celebrate community contributions.



## INITIATIVE #2

**Build and nurture strong community partnerships.**

- GOAL 1: Identify stakeholder groups within the City and create partnerships with critical community groups
- GOAL 2: Host community engagement events.
- GOAL 3: Strengthen relationships with local business, non-profits, and organizations.

## INITIATIVE #3

**Serve as a key public resource and information provider for our residents.**

- GOAL 1: Become a central hub for information that will help residents, foster community trust, and promote a more connected, resilient society.
- GOAL 2: Conduct a needs assessment by engaging with community members and stakeholders to prioritize areas for funding.
- GOAL 3: Provide clear instructions and resources for natural disasters or public health emergencies,
- GOAL 4: Continue to build upon the positive momentum showcased by the City Library and Senior Center to provide venues for education, cultural activities, and community engagement.

# SMART GROWTH

## INITIATIVE #1

### **Develop infrastructure for community needs and future growth.**

- GOAL 1: Develop and sustain an infrastructure master plan.
- GOAL 2: Create a strategic land acquisition plan.
- GOAL 3: Develop a parks and recreation master plan.

## INITIATIVE #3

### **Enhance public awareness and input for future developments.**

- GOAL 1: Define the direction for future development and revitalization.
- GOAL 2: Preserve culture and celebrate local history, culture, and unique assets.
- GOAL 3: Develop a culture of continuous improvement and ownership.
- GOAL 4: Collaborate with the county, developers, and stakeholders to: (1) Zone for affordable / attainable housing; (2) Designate areas for multi-family developments; and (3) Create incentives for developers to support affordable housing initiatives.

## INITIATIVE #2

### **Maintain and develop cost-effective and community supported transportation plans.**

- GOAL 1: Develop a master transportation plan.
- GOAL 2: Create a Comprehensive Mobility Plan, including goals, outcomes, and actionable steps, to improve accessibility through walking, biking (including e-bikes), and other mobility options.

## INITIATIVE #4

### **Seek revitalization of buildings, neighborhoods and parks.**

- GOAL 1: Use a resident-centered approach to neighborhood revitalization focuses on empowering and involving local community members in the decision-making and implementation processes of improvement initiatives

# SMART GROWTH

## Continued

### INITIATIVE #4

**Encourage mixed-use development that address future housing needs while preserving natural beauty and habitat.**

GOAL 1: Conduct an assessment to identify underperforming areas suitable for mixed-use revitalization projects.

GOAL 2: Collaborate with local businesses and developers to ensure mixed-use developments meet market demands and attract sustainable economic activities.

GOAL 3: Implement urban tree-planting programs and green space requirements within mixed-use developments.

GOAL 4: Integrate walking trails, fitness facilities, and recreational spaces into mixed-use development guidelines.

### INITIATIVE #6

**Encourage annexation.**

GOAL 1: Educate citizens on the benefits of voluntary annexation.

### INITIATIVE #5

**Identify and evaluate variances that impede desired growth.**

GOAL 1: Review and update zoning ordinances to support smart growth principles.

GOAL 2: Increase ability to approve high-density building to supports affordable / attainable housing.



