

**TEAM Punta Gorda Strategic Directions & Initiatives**

Updated 11/15/15

The mission of TEAM Punta Gorda is to help make Greater Punta Gorda a better place to live, work, and play.

**STRATEGIC DIRECTIONS:**

**COMMUNITY INITIATIVES:**

**I. Provide Facilitative Community Leadership**

**A. Advocacy**

**Goal:** Grow an active & effective advocacy component

**Strategies:**

1. Develop a strong Public Policy Team
2. Pursue active membership on City & County boards & committees
3. Gather feedback from the public for community leaders

**B. Planning & Public Education**

**Goal:** Assist with community problem solving

**Strategies:**

1. Participate in planning efforts for major community projects such as:
  - Bicycle & Pedestrian Friendly Community Master Plan
  - Library
  - Waterfront Activity Center
  - Downtown development
  - OCOM
2. Identify key local issues & maintain a public dialogue

**C. Community Service**

**Goal:** Reach out to all of the community

**Strategies:**

1. Continue effective service projects such as Paint Your Heart Out, Punta Gorda
2. Provide leadership, participation & support for collaborative service projects that benefit the community

**II. Develop & Maintain Programs That Improve the Quality of Life in Punta Gorda**

**A. Healthy Lifestyles Initiatives**

**Goal:** Develop community resources that make Punta gorda a healthy place to live, work and play.

**Strategies:**

- Bicycle & Pedestrian Friendly Communities Initiative
1. Become a safe bicycle and pedestrian friendly community
  2. Continue the Bicycle Loaner Program
  3. Assist the City in developing a Bicycle & Pedestrian master plan
  4. Support the City's application to the League of American Bicyclists for Bicycle Friendly Community status.

**Strategies:**

- Community & School Gardening Initiative
1. Promote the Community Gardening movement by maintaining & developing community gardens
  2. Help our public schools educate youth about healthy diets through school gardening

**B. Beautification & Community Improvement**

**Goal:** Support the preservation, beautification & improvement of all Punta Gorda

**Strategies:**

1. Identify, fund & implement beautification & community improvement projects throughout the City
2. Continue awards programs recognizing achievement in design & beautification
3. Educate business owners about the beautification of properties

**C. Waterfront Development & Conservation**

**Goal:** Support the preservation, utilization & conservation of our waterfront

**Strategies:**

1. Promote & Assist with harbor conservation projects
2. Support events that bring the community to the waterfront
3. Advocate for the future development of waterfront facilities

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## STRATEGIC DIRECTIONS:

### MANAGEMENT & SUPPORT

**III. Communicate our message effectively, both internally & externally**

#### A. Communications

**Goal:** Maintain a coordinated communications infrastructure

**Strategies:**

1. Media management
2. TEAM Talk
3. Constant Contact
4. Website(s)
5. Social Networking

#### B. Marketing

**Goal:** advocate for & protect the TEAM brand, and ensure that TEAM's message is a positive and cohesive one.

**Strategies:**

#### C. Outreach

**Goal:** To bring together TEAM volunteers & those interested in volunteering, to build a strong, cohesive team, & to make our work accessible to all.

**Strategies:**

1. Quarterly mixers
2. Annual Meeting
3. Outreach tables
4. Provide speakers to other organizations about TEAM PG

#### D. Membership

**Goal:** To provide the public with a way to participate in and support the work of TEAM Punta Gorda

**Strategies:**

1. Increase TEAM Punta Gorda's contributing individual and business memberships by effectively promoting membership and communicating its advantages.

**IV. Build & sustain a strong TEAM Punta Gorda**

#### A. Administration & Finance

**Goal:** Provide management and leadership for TEAM's operations

**Strategies:**

1. Continue to staff TEAM PG's office & administrative functions.
2. Continue to recruit & train administrative volunteers
3. Maintain a finance team to manage and report on TEAM's Finances

#### B. Board & Leadership

**Goal:** Provide leadership, direction and oversight for TEAM Punta Gorda's work

**Strategies:**

1. Supervise and maintain strong and effective leadership through the Board, CEO, COO & CFO positions
2. Approve an annual budget & a strategic plan
3. Provide ongoing oversight for the organizations operations & programs
4. Engage in Board development activities & self- evaluation

#### C. Volunteers

**Goal:** Continually encourage community participation & staff TEAM committees

**Strategies:**

1. Continue to recruit volunteers for TEAM Punta Gorda's committees & initiatives
2. Recognize the achievement contributions of our volunteers
3. Provide training, orientation & information to new volunteers

#### D. Fundraising

**Goal:** Ensure sustainability by developing diverse resources to fund the work of TEAM

**Strategies:**

1. Sponsorship programs (Continue the Journey & BLP Sponsors)
2. Special Events
  - P&P
  - Golf Tournament
3. Grants
4. Foundation Initiatives
5. Earned Income
6. Donations

