

RESOLUTION NO. 2024-XX

A RESOLUTION ADOPTING THE CITY OF NEW BRAUNFELS 2024-2029 STRATEGIC PLAN.

WHEREAS, in April of 2023 the City of New Braunfels awarded a contract to BerryDunn to facilitate the development of the 2024-2029 Strategic Plan; and

WHEREAS, a strategic plan is a living document that defines the organization's reason for being and establishes a clear and compelling vision. It helps set a direction and focus and assists in aligning resources to accomplish strategic objectives, helping to ensure decisions, policies, plans, programs, and processes are in alignment; and

WHEREAS, the strategic plan development effort included extensive engagement with members of the New Braunfels community including 140 stakeholder interviews, four community forums, more than 600 responses to a community survey, and approximately 100 public comments to help inform key areas of focus and played an integral role in the development of the plan; and

WHEREAS, BerryDunn conducted interviews with the Mayor, City Council, executive leadership, department leadership, and employees at all levels in the organization to gain insight into areas of priority and need for the City; and

WHEREAS, City Council and staff leadership participated in plan development sessions to define the core components of the plan including mission, vision, core values, strategic priorities, objectives and performance measures; and

WHEREAS, the Strategic Plan has five strategic priorities as well as objectives and performance measures for each priority area: Economic Mobility, Enhanced Connectivity, Organizational Excellence, Community Identity, and Community Well-Being; and

WHEREAS, staff has created an implementation template to organize the actions needed to achieve and monitor progress on the strategic priorities over the duration of the plan; and

WHEREAS, City Council will receive regular updates on the status of the specific objectives in the plan and also have an opportunity to formally review objectives as part of the budget development process; and

NOW, THEREFORE, Be it Resolved by the City Council of New Braunfels:

THAT the City of New Braunfels hereby adopts the 2024-2029 Strategic Plan.

PASSED, ADOPTED AND APPROVED THIS _____ DAY OF _____

