

PERFORMANCE REPORT

3RD QUARTER (APRIL 2020 – JUNE 2020)

5 YEAR STRATEGIC PLAN FY 2019 - 2024

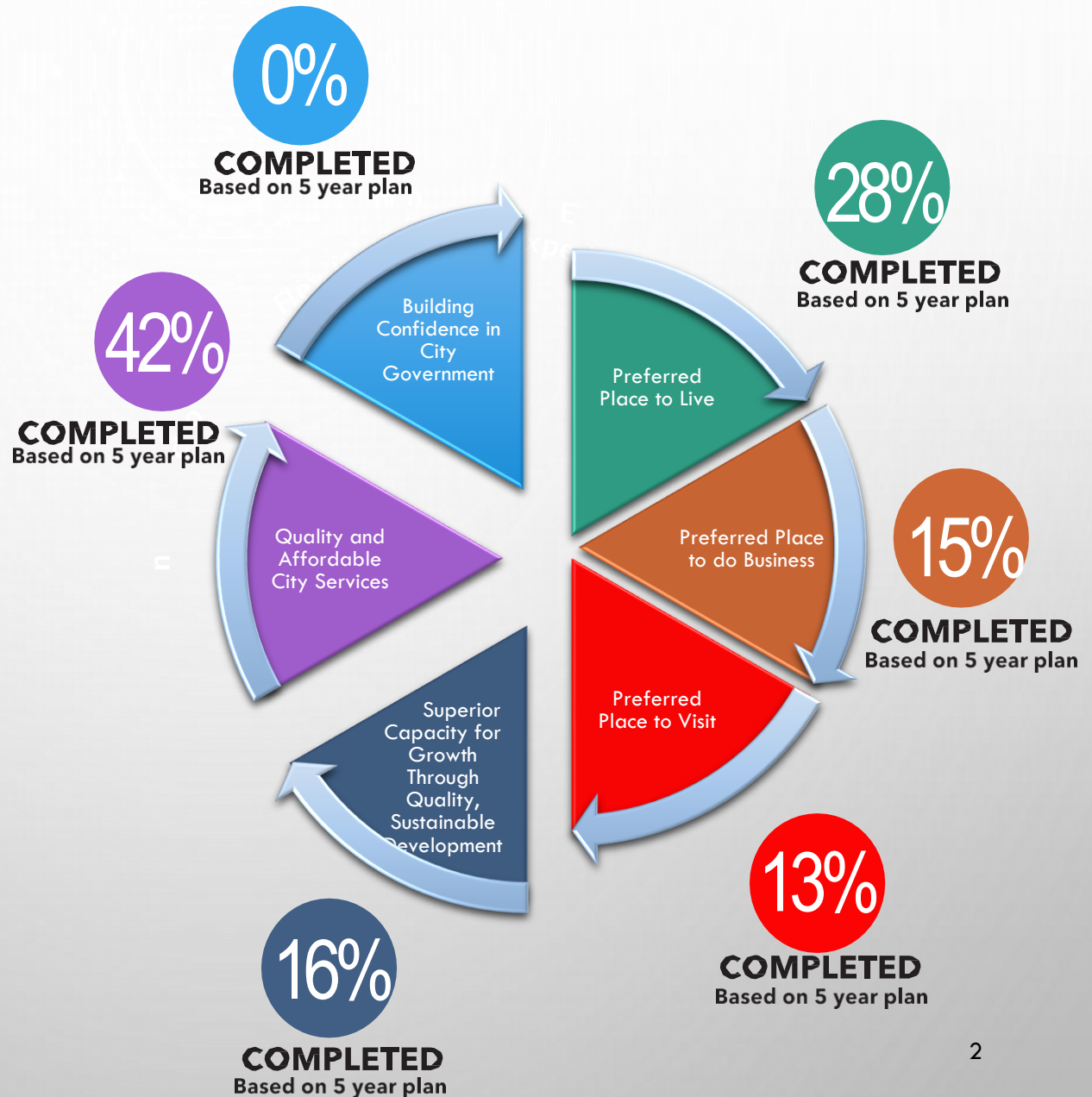


POMPANO BEACH VISION:

By 2034, Pompano Beach is a superior place to live, visit, and locate or expand a business along the Atlantic Coast of South Florida.

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- The Local Complete Count Committee continued to meet virtually to discuss various strategies to promote awareness for the Census. Potential strategies discussed included: weekly posts on social media, published advertisements on local Channel 78, placing advertisements in local newspapers, posting a message on the electronic signs at the various Community Centers, utilizing a public service announcement agreement with the electronic billboard on the south side of the City on I-95, contacting property management groups, civic associations and home owners associations to ask them to partner with us, attend bi-weekly food distribution, organize volunteers to put notices on people's doors, coordinate robocalls & text messages to residents, promote paid advertisements of census videos on social media, and create a commercial with the Mayor.
- The Building division partnered with the Doug Williams Group to identify specific areas for improvement. The results of data reported from the Doug Williams Group has facilitated developing an action plan with specific strategies. The trending monthly results show significant progress towards achieving excellent customer satisfaction.
- Staff is developing a City Brand and Marketing plan in collaboration with the EDC's Strategic Communications Task Force. Tourism, CRA, Cultural Affairs, Economic Development, and Parks & Recreation. The marketing director is reviewing current City policy, procedures and assignments as the City's marketing function is consolidated into one department. Staff is conducting regular meetings across City departments to develop the City's marketing program, including new technology applications, enhanced social media presence and communications.





Florida's Warmest Welcome

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