

TOWN OF LIBERTY, TENNESSEE

2023-2024 STRATEGIC GOALS

By Warren Nevad, Municipal Management Consultant,
The University of Tennessee's Municipal Technical Advisory Service



Municipal Technical Advisory Service
INSTITUTE *for* PUBLIC SERVICE

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I. INTRODUCTION

The Liberty Mayor and Board of Aldermen conducted a Strength, Weakness, Opportunity, and Threat Assessment with the University of Tennessee Municipal Technical Advisory Service (MTAS) on May 6, 2023. The findings in this external scan provide much ammunition to create a wide-ranging list of goal statements for the 2023–2024 fiscal year. These goal statements were thoroughly reviewed, evaluated, and ultimately decided on by the Mayor and Board of Aldermen.

The top five (5) goal statements were discussed, and a specific plan of action was developed to address each goal. Each goal and accompanying objectives were given a specific timetable and assignment of a responsible party.

II. EXECUTIVE SUMMARY

The Liberty Strategic Planning Retreat produced the summary of 2023-2024 goals listed below. The summary can be used as a one-page general strategic plan document to create more awareness of strategic planning among the community and adopted as a resolution by the board. Page 6 of this report specifically addresses each goal statement with accompanying objectives.

2023-2024 Goal Setting Plan Summary

1. Start Downtown Beautification
2. Hold more Community Events
3. Rehab City Hall/Old Liberty High School
4. Upgrade Community Center Parking Lot Area
5. Stronger Law Enforcement Presence

III. METHODOLOGY

The Mayor and Board of Aldermen used the following steps to create a Goal Setting Plan for the Town of Liberty:

- STEP 1: Identified Liberty's Strengths, Weaknesses, Opportunities and Threats (SWOT). This external scan gave ammunition to facilitate goal statements.
- STEP 2: Develop goal statements as a result of the SWOT Analysis.
- STEP 3: Develop accompany objectives with timetables for each goal identified in step 2.
- STEP 4: This time next year, the Town of Liberty will monitor the performance of its goals.

IV. SWOT ANALYSIS

The SWOT Analysis was used to describe general characteristics about the Liberty.

STRENGTHS

- 1. Friendly People
- 2. Central Location
 - Cookeville – 40 minutes
 - Nashville – 50 minutes
 - Murfreesboro – 30 minutes
 - Lebanon – 30 minutes
 - Knoxville – 2 hours, 15 minutes
 - Chattanooga – 2 hours
- 3. Good Quality Water
- 4. Small Charming Town
- 5. Recreation – Fishing, Swimming
- 6. Safe Community
- 7. Low Cost of Living

WEAKNESSES

1. Lack of Jobs and Businesses
2. Limited Access to Retail
3. No Central Sewer
4. No Identity – Nothing to do
5. No Law Enforcement

OPPORTUNITIES

1. Rehab of Structures Downtown
2. Grant Funding
3. Parking Lot Blacking next to Community Center
4. Clean Sidewalks – Community Center
5. Community Event

THREATS

1. Community Apathy
2. Economy

V. GOAL STATEMENTS

1. Start Downtown Beautification
2. Hold more Community Events
3. Rehab City Hall/Old Liberty High School
4. Upgrade Community Center Parking Lot Area
5. Stronger Law Enforcement Presence

VI. GOAL STATEMENTS WITH OBJECTIVES

Top 5 Goals/Objectives

7-1-23 – 6-30-24

Goal #1 – Start Downtown Beautification

- Meet with Development District to learn about grants for subject by 9-1-23.
- Apply by 1-1-24.
- Community awareness event by 4-1-24.

Goal #2 – Hold more Community Events

- Get survey out 9-1-23. Complete in 30 days.
- Schedule of events for 2024 by 1-1-24.
- Hold new event by 6-30-24.

Goal #3 – Rehab City Hall/Old Liberty High School

- Meeting with Development District to learn about grants for subject by 9-1-23.
- Apply by 1-1-24.
- Follow up on prior application by 9-1-23.

Goal #4 – Upgrade Community Center Parking Lot/Sidewalk Area

- Develop separate scope of services by 7-15-23.
- Award the project by 9-1-23.
- Start work by 10-1-23 and complete.

Goal #5 – Stronger Law Enforcement Presence

- Mayor sends letter to the County by 8-1-23.
- Meet with Dowelltown Mayor 10-1-23.
- County Plan for 2024 by 1-1-24.

VII. RESOLUTION APPROVING GOALS

RESOLUTION 23-6

A RESOLUTION OF THE TOWN OF LIBERTY, TENNESSEE MAYOR AND BOARD OF ALDERMEN ESTABLISHING 5 STRATEGIC PLANNING GOALS FOR FISCAL YEAR 2023-2024

Whereas, the Liberty Mayor and Board of Aldermen met with the University of Tennessee Municipal Technical Advisory Service (MTAS) on May 6, 2023; and

Whereas, the Liberty Mayor and Board of Aldermen hereby approve the following 5 goals and accompanying objectives for the 2023–2024 fiscal year.

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- Meet with Dowelltown Mayor 10-1-23.
- County Plan for 2024 by 1-1-24.

Passed this 5th day of June, 2023

Approved: _____

Attest: _____