



COLLEGE of
CHARLESTON

THE RILEY CENTER FOR
LIVABLE COMMUNITIES

Strategic Planning Services



The Riley Center for Livable Communities

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Overview of Strategic Planning Services

The Process

Most communities are familiar with the Strategic Planning process and the steps involved.

- Environmental Scan
- Strengths, Weaknesses, Threats, and

Opportunities

- Vision Statement
- Mission Statement
- Implementation Plan
- Alignment and Accountability

How the Riley Center Can Make a Difference

① Engagement

The Riley Center has the professional experience to overcome one of the foremost *initial challenges* of any Strategic Planning process - how to design and structure the process to effectively engage the City Council and stakeholders.

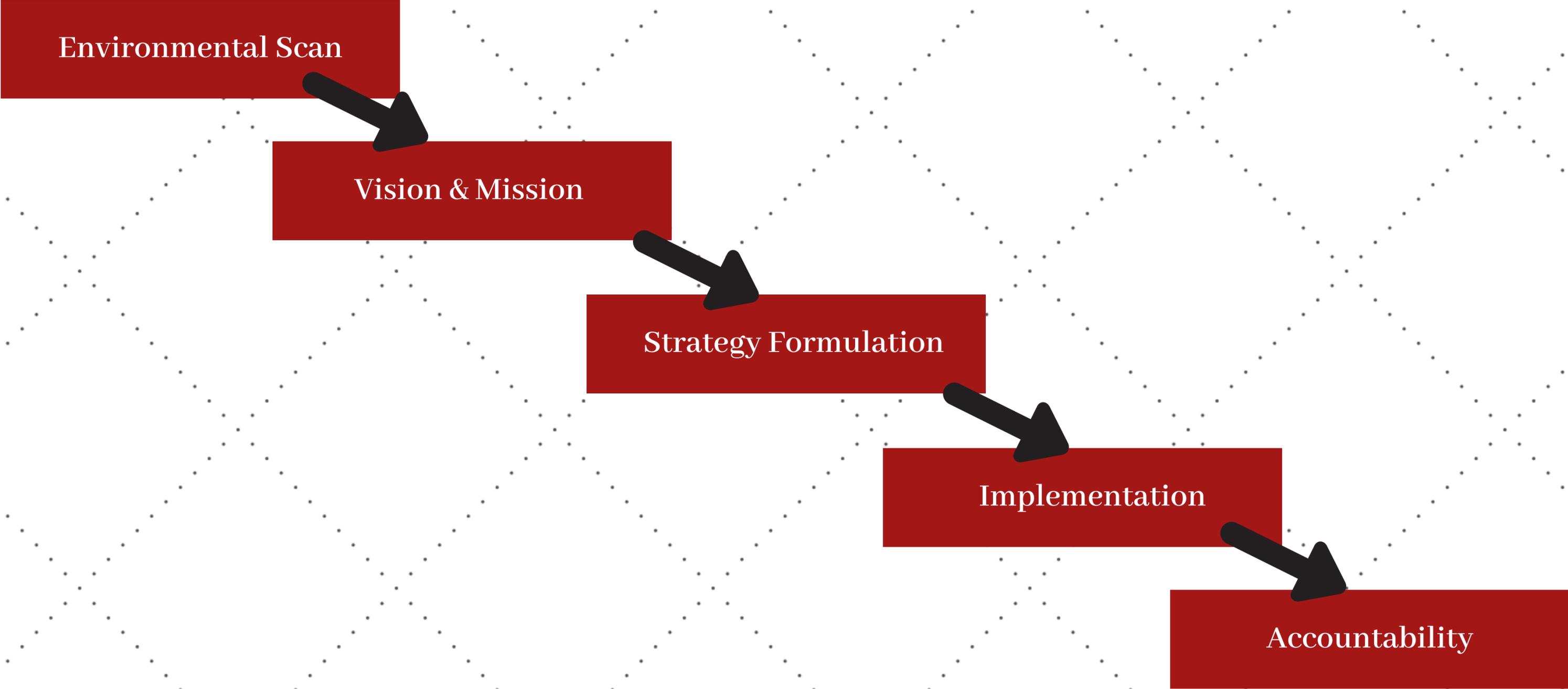
② Alignment

A second *frequent challenge* is ensuring that the Strategic Plan aligns with the Isle of Palms' financial resources.

③ Accountability

The Riley Center has the technical expertise to help Isle of Palms meet the most frequent ongoing challenge of the process - how to ensure that the Strategic Plan links to the comprehensive plan, capital, and operating budgets.

The Strategic Planning Process



Environmental Scan

The environmental scan will identify the major forces that will drive issues facing Isle of Palms, including demographic and economic factors.

Demographics

- Population
- Population Growth
- Age
- Per Capita Income
- Education

Region Resources

- Climate
- Natural Resources
- Education
- Health Care
- Cultural Resources
- Historical Resources
- Transportation
- Recreation

Economy

- Unemployment
- Jobs vs. Population
- Key Employers
- Income Growth
- Building Permits
- Market Valuation
- Industry
- Commerce
- Economic Clusters

Strengths, Weaknesses, Threats, and Opportunities

The Riley Center will assist the community in analyzing and refining the data from the Environmental Scan to identify key strengths that can support the Strategic Plan, weaknesses to be addressed, threats that may require contingency planning, and alternative strategies.

Strengths

Strengths may feature tourism, climate, concentration of facilities, cultural resources, educational institutions, recreational amenities, natural resources such as beaches, and other unique attributes of the Isle of Palms.

Weaknesses

Weaknesses to address might include population trends, income characteristics, travel patterns, the economy, and infrastructure.

Threats

Threats might include loss of major employers, impact of an economic downturn, and sea level rise.

Opportunities

Opportunities include housing, historical assets, underutilized resources, and location and natural beauty.

Vision and Mission

Development of the Vision Statement

The Riley Center will help facilitate development of the community's Vision statement.

Development of the Mission Statement

The Riley Center will help facilitate development of the local government's Mission Statement.

Implementation

Strategies and Tactics

The Riley Center can assist the community in identifying strategies to facilitate the Strategic Plan, develop tactics to ensure all steps are identified to accomplish the chosen strategies, and help the community identify how to best align available resources around these strategies and tactics.

Implementation Plan

The implementation plan must identify the resources required, where to obtain them, and how to utilize them.

Accountability

The Riley Center can assist in helping staff align the strategic plan with the comprehensive plan, operating, and capital budgets and departmental work plans.