



LAKE WORTH
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MEMORANDUM

TO: Chair, Vice Chair and Members of the Board

FROM: Rachel A. Bach, Executive Director

DATE: June 27, 2006

SUBJECT: CRA Mission Statement

RECOMMENDATION:

Discuss and draft a CRA Mission Statement

EXPLANATION:

A mission statement clarifies what you do and what your goals and objectives are. It should reflect your niche and who you serve and should be clear enough to guide project considerations and decision making (i.e. Does this project meet our mission?). Developing, at a minimum, a draft mission statement at this meeting will help guide decision making in our upcoming Work Program and Budget workshops.

In defining a mission statement one should first answer the following questions:

- What do we do?
- Who are we serving?
- What image do we want to convey?
- What are our goals?
- Why do we do it (what inspires us)?

A mission statement should invoke dynamic and visual images so try to think of creative and descriptive words when answering these questions. Try to craft the statement in an action oriented manner rather than getting caught up in self promoting or defensive language. Remember, the CRA will use the mission statement to help guide decision making and also in evaluating past performance.

According to Florida State Statute Ch. 163, Part III which defines and regulates CRA's, the purpose of a CRA is to eliminate slum and blight conditions through redevelopment. Slum and blight conditions are more fully defined in the statute to include health, safety and welfare issues, declining tax base, high commercial vacancies, antiquated development patterns, inadequate transportation and traffic circulation patterns and provision of affordable housing.

Staff is requesting the CRA Board craft individual mission statements or define key expressive words to describe the CRA's mission prior to the June 27, 2006 meeting. We will share our mission statements at this meeting and try to combine them into a draft mission statement. Attached for your reference are sample mission statements from other CRA's and an article about how to craft a mission statement. At a future meeting we may also want to create an abbreviated version of the mission to use as a tagline in all of our communications.

PROGRAM IMPACT:

Development of a mission statement will clearly define for the Board and the public our purpose and goals for the Community Redevelopment Agency

FISCAL IMPACT:

There are no budget impacts.

Recommended by:

Rachel Bach, Executive Director