

**RESOLUTION NUMBER 19-10**

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF FORT MYERS BEACH, FLORIDA, ADOPTING THE NEWTON BEACH PARK STRATEGIC ACTION PLAN; AND PROVIDING FOR AN EFFECTIVE DATE.**

**WHEREAS**, through a strategic planning process the Newton Beach Park Strategic Action Plan was developed with the participation of the Town Council Members, Cultural and Environmental Learning Center Advisory Board (CELCAB), the Friends of the Mound House, and many volunteers, residents, stakeholders and Town staff.

**NOW, THEREFORE BE IT RESOLVED BY THE TOWN COUNCIL OF FORT MYERS BEACH THAT:**

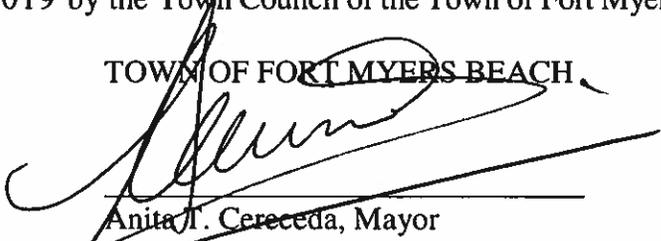
- Section 1. The above recitals are true and correct and incorporated herein by this reference.
- Section 2. The Newton Beach Park Strategic Plan, attached hereto as Exhibit "A", is hereby adopted.
- Section 3. This resolution shall take effect immediately upon its adoption by the Town Council of the Town of Fort Myers Beach.

The foregoing Resolution was adopted by the Town Council upon a motion by Councilmember Shamp and seconded by Vice Mayor Murphy, and upon being put to a vote, the result was as follows:

Anita Cereceda, Mayor	aye	Ray Murphy, Vice Mayor	aye
Rexann Hosafros	aye	Bruce Butcher	aye
Joanne Shamp	aye		

ADOPTED this 20<sup>th</sup> day of May, 2019 by the Town Council of the Town of Fort Myers Beach, Florida.

TOWN OF FORT MYERS BEACH



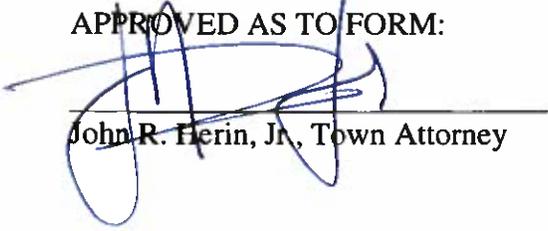
\_\_\_\_\_  
Anita J. Cereceda, Mayor

ATTEST:



\_\_\_\_\_  
Michelle D. Mayner, Town Clerk

APPROVED AS TO FORM:



\_\_\_\_\_  
John R. Herin, Jr., Town Attorney

# Newton Beach Park



## Strategic Action Plan Core Strategies February, 2019

Developed by Newton Beach Staff, Volunteers, and Followers.

<b>NEWTON BEACH PARK MISSION</b>	<b>NEWTON BEACH PARK VISION</b>
Newton Beach Park is an educational and recreational experience for all.	To provide an oasis for recreation and education.
<b>NEWTON BEACH PARK SUCCESS STANDARDS</b>	
<ul style="list-style-type: none"><li>▪ Educational and recreational programming is abundantly provided both formally and informally, encouraging return visits.</li><li>▪ Marketing effectively brings visitors, volunteers, and financial support.</li><li>▪ Aesthetics and functionality of the house are conducive to providing educational and recreational experiences.</li><li>▪ Volunteers are sufficiently trained and present.</li><li>▪ Property is safe and secure providing beach access, quality restrooms, and parking.</li><li>▪ Tourist Development Council (TDC) Funds are fully utilized in updating and maintaining the property.</li></ul>	

## **Newton Beach Park Strategic Action Plan Core Strategies**

February, 2019

### **STRATEGY 1 - PROGRAMMING: Expand programs in number and type.**

- a. Strive to exceed number of educational programs currently provided (minimum of 24 per year as specified in our Florida Communities Trust Agreement (FCT)).
- b. Increase number of free beach walks/talks during season.
- c. Add regularly scheduled fee-based programs such as Conservation Café, Breakfast on the Beach, and Coastal Ecology Beachwalk.
- d. Identify and introduce recreational programming opportunities that can be made available to visitors at NBP.
- e. Establish a lecture series in partnership with community resources (such as FGCU).
- f. Assess recreational component of Bocce Ball Courts and either implement program that will stir interest or change the space into a more attractive recreational activity. (Refer to Staffing Goal 2.3.)
- g. Develop programming specific to needs of students of all ages.
- h. Explore viability of installing interactive touch screen, and other educational/museum components.

### **STRATEGY 2 – STAFFING: Increase staff/volunteers/ambassadors through community partnerships.**

- a. Train and recruit volunteers to greet and teach visitors, and provide on-site assistance, for a minimum of 4 hours per week (in addition to Beach Walks/Talks).
- b. Assess best use of on-site staffing and use data in helping achieve strategic goals.
- c. Recruit volunteer to assess value of Bocce Ball courts and make recommendations to fully utilize or change space (to accomplish Programming Goal 1.6).
- d. Explore ways to share staffing with Mound House and BORC.

### **STRATEGY 3 - PROPERTY IMPROVEMENTS: Physical improvements, renovation needs, and security considerations.**

- a. Select paint color with consideration to historical integrity and market appeal and execute capital project.
- b. Have electrician change ceiling fan, and add track lighting or rope lighting.
- c. Add signage on Estero Boulevard, and on Gulf-side, to increase visibility.
- d. Improve access from cottage interior to lanai.
- e. Add garbage cans at Newton Boardwalk.
- f. Investigate modification of additional access from seawall to the beach (steps to beach).
- g. Assess exterior lighting needs and make improvements as warranted.
- h. Explore use of security cameras.
- i. Explore improvements to kitchen and bathroom.

**STRATEGY 4 – MARKETING: Improve marketing of Newton Beach Park through media and community partnerships to enhance awareness and increases numbers of visitors.**

- a. Encourage visitors to review their visit experience on Trip Advisor.
- b. Designate staff or volunteers to post information regularly on social media.
- c. Increase awareness by enhancing NBP information on Town of Fort Myers Beach web page.
- d. Provide an online calendar for classes and programs.
- e. Consider changing the name of the Park to increase visitation and interest.
- f. Market specifically to event planners.

**STRATEGY 5 – COMMUNITY SERVICE: Provide services to the community that will enhance their environmental education and help them to enjoy recreational opportunities.**

- a. Explore expansion of Wi-Fi to Beach area.
- b. Investigate integrating insurance for rentals with Town Insurance.
- c. Develop ways to educate visitors of environment issues such as turtles and erosion.
- d. Locate a local concessionaire to provide appropriate sundries during high visitation periods.
- e. Seek approval to have NBP added to Tram stop.
- f. Assess need to increase number of rentals and if needed, plan for ways to make this happen.
- g. Notify FCT of any changes in current agreement and ensure we remain in compliance.
- h. Seek National Register Status.

**STRATEGY 6 – PARTNERSHIPS: Join with community partners in providing services that will enhance the NBP visitor experience and draw visitors to the site.**

- a. Form partnerships with Friends of Matanzas Pass Preserve to teach Florida Master Naturalist class.
- b. Explore student intern opportunities with FGCU, Lee County Schools, and FSW.
- c. Explore collaborative relationships with related environmental and historical organizations.
- d. Explore possibilities for sharing existing resources within the Town of Fort Myers Beach (such as BORC).
- e. Town Comprehensive Plan – schedule periodic checks to ensure property is in compliance.