

NEW INITIATIVES (WHITE PAPER) FY2018

** DEVELOP HEALTHY MIAMI LAKES MASTER PLAN**

April 18, 2018

PROPOSED BY: COMMUNITY ENGAGEMENT AND OUTREACH

1. Strategic Structure

Strategic Priority (3) – Expand Economic Growth and Enhance the Vibrancy of Community Hubs/Activity Centers

Goal (3.3) - Improve the Health and Vitality of Residents of all Ages thru Sports and Wellness

Initiative (3.3.1) – Develop Healthy Miami Lakes Master Plan

2. Description & Legality

To pursue a community wide movement to increase the health and vitality of Miami Lakes residents the Town plans to establishment partnerships with non-profit organizations, health providers, and community stakeholders. With these collaborations, we intend to create exciting opportunities for physical activity, health promotion education, fitness events, and community engagement. The projects under the Healthy Miami Lakes Master plan include: establishing a community wellness committee, creating health prevention programs for all ages, interactive cooking classes, pop-up fitness classes, incentive based physical activity challenges utilizing interactive tracking application, community wide-fitness events, and create wellness engagement via social media.

The Town needs to create partnerships and seek grants to fund projects. In addition, agreements with providers or organizations will need to be established.

3. Funding Source & Cost Estimates

Partnerships/collaboration is intended to assist with cost. Estimates on behalf of the Town are around \$150,000 (in life-span of 7 years), allowing around \$21,000 per year for events and programs. Revenue can be generated from the bigger fitness events where there are admission costs.

4. Responsible Organizational Units / Resource Requirements

There will be one department responsible for the development of this plan—Community Engagement and Outreach with support and collaboration from Leisure Services. Also, community organizations, non-profits, will likely be involved.

5. High-Level Timeline/Schedule

1 year from planning to approval and implementation.

6. Performance Tracking Measures Toward Achieving the Associated Goal

Prior to full funding availability, develop a timeline of programs, events, and projects to consist of visiting and benchmarking against similar projects. Develop a realistic concept plan and vet it through the community stakeholders.

7. Identify Synergies to other Goals or Strategies

3.3.2 Develop Partnership Agreement with Health Providers and Private Sector

3.3.4 Partner with MDC/Municipalities to Align Wellness Objectives

8. Feasible Alternative Strategies Addressing at a Minimum, Funding and Timeline, and may Provide Other Benefits of the Alternatives

One alternative is focus on finding funding strictly through partnership, collaboration, and grants to enhance the health of vitality of residents.

