

Strategic Planning: A Workshop for Small Towns

A Comprehensive Training Workshop for Municipalities

Strategic planning can often feel overwhelming—especially for smaller towns with limited time, staff, and resources. This two-day, facilitator-led workshop from the North Carolina League of Municipalities is designed to change that.

Strategic Planning: A Workshop for Small Towns offers a practical, accessible solution for municipalities under 15,000 in population. Rather than just learning about strategic planning, participants will actively develop a 3-to-5-year Strategic Plan tailored to their town's unique needs and priorities.

Led by experienced League staff, this hands-on session walks municipal leadership teams through a structured planning process using a proven, user-friendly template. Together, your team will identify key focus areas, define clear objectives, and outline actionable steps to move your community forward.

Unlike traditional trainings, this workshop delivers a tangible outcome: a working draft of your town's Strategic Plan, ready to be refined, adopted, and implemented. In addition, participants will gain guidance on governance best practices for monitoring progress and ensuring the plan remains a living, effective tool for achieving long-term goals.

Strategic planning made practical, actionable, affordable and tailored to the real-world needs of municipal leadership.

What to Expect

By the end of the workshop, your team will have:

- A first-draft Strategic Plan tailored to your community's needs and priorities
- Clearly defined strategic focus areas, objectives, and action steps for the next 3 to 5 years
- A better understanding of how to engage community members and stakeholders in refining and adopting your plan
- Knowledge of how to use governance tools and performance tracking to ensure ongoing success
- In addition to plan development, the session includes discussion of practical governance strategies to ensure the Strategic Plan is not only completed but also implemented effectively and updated as community needs evolve.

Required Participation and Registration Rate

Each participating municipality must bring at least three representatives, two of which must be elected officials. (For example, a mayor and two council members; or two council members and a manager; etc.)

The registration rate allows towns to bring up to five participants total. If you would like to bring more than five people, there is an additional rate per person.

- Town Registration (up to 5 participants): \$500
- Each additional participant: \$125
- If your town population is 15,000 or fewer, this workshop is for you.
- If your town population is significantly larger than 15,000 and you are interested in this workshop, please contact us at learning@ncmlm.org. We will discuss your town's unique circumstances to see if this workshop would be beneficial for your strategic planning process.
 - **Location:**
 - Doubletree by Hilton 100 Middle Street New Bern, NC 28560
 - **Times:**
 - Tuesday, Feb. 17: 9:30 a.m. - 4 p.m.
 - Wednesday, Feb. 18: 9:30 a.m. - 4 p.m.