



2022 STRATEGIC PLANNING DEVELOPMENT PROCESS

Month	2021	Activity
January	20	New Board and Committee Chair Orientation
March	18	Work Session: Fairbanks North Star Borough
April	21	Annual Board and Staff Retreat
June	1	New President and CEO transition
July	23	Management Team Retreat
August	By 6th	Management discussions with President and CEO (strategic outline) and Director of Finance and Administration (budget)
August	By 11th	Committee review of draft budget and strategic marketing plan highlights/target markets/comm. tools/marketing platform. NOTE: Each Committee Chair is also a member of the Board of Directors, please include invite to President and CEO and Director of Finance and Administration to committee meetings.
	By 13 th	Draft budget and strategic marketing plan outline due
	By 18th	Present to Audit Committee
	20	Draft budgets sent to board in packets
	23 25	Finance and Planning Board Meeting: <ul style="list-style-type: none"> • Committee Chairs convey discussion of departmental strategies for upcoming year • Approve revenue assumptions • Review draft budget
September	By 17th	Second committee review of draft budget and strategic plan to include sales plan. Committee Chairs are members of the Board of Directors. Invite President and CEO and Director of Finance and Administration to committee meetings.
	By 16th	Report due to City of North Pole Director of Finance on current years activities and use of funds
	27 29	Finance and Planning Board Meeting: <ul style="list-style-type: none"> • Committee Chairs convey discussion of departmental strategies for upcoming year • Review and approve reserve designation • Review and approve budget
October	11-14	Alaska Travel Industry Association Annual Convention
	18	Year-to-date Progress Reports due
	25 27	Finance and Planning Board Meeting: Receive Strategic Plan and Budget
	29	Annual Strategic Plan and Budget due to City of Fairbanks North Pole Discretionary Grant Application including Strategic Plan and Budget due.
November or December	TBA	Work Session: City of Fairbanks
November	TBA	Work Session: City of North Pole
January 2021	TBA	After review with committees and President and CEO, Directors finalize performance metrics for upcoming year with departmental staff and

MONTHLY STRATEGIC PLANNING REVIEW PROCESS

When	What	Staff Responsibility
1st of Month	Request Monthly Narrative and Performance Metrics from Management Team	Assistant Director of Communications
10th of Month	Monthly Narrative and Performance Metrics Due	Assistant Director of Communications / Departmental Team Members / Management Team
Departmental Committee Meeting	Update of activities / Strategic Plan Review Performance Metrics	Management Team
Finance and Planning Committee Meeting	Review Board Agenda, including Performance Metrics Review YTD Budget / Forward budget amendments	Director of Finance and Administration / Finance and Administrative Coordinator / President and CEO
Board Meeting	Update of activities from Committee Chairs Review YTD Budget / Approve budget amendments Quarterly Review of Performance Metrics Dashboard	President and CEO / Executive and Finance Coordinator
Local Governing Bodies	Operation Information	Management Team / President and CEO

Annual Strategic Plan including Performance Metrics, Annual Audit, and Annual Report is made available to Explore Fairbanks Members as well as distributed to local governing bodies as follows:

- **City of Fairbanks**
 - Mayor
 - Council Members
 - Director of Finance
 - Chief of Staff
 - City Clerk
- **Fairbanks North Star Borough**
 - Mayor
 - Assembly Members
 - Chief Financial Officer
 - Chief of Staff
 - Economic Development Coordinator, Office of the Mayor
 - Borough Clerk
- **City of North Pole**
 - Mayor
 - Council Members
 - Director of Finance
 - City Clerk