

***City of Fairhope***  
***Strategic Planning Questionnaire***

In preparation for the development of a strategic plan for the **City of Fairhope on May 21, 2014**, please complete the following questionnaire and return to me by **May 14, 2014**. The questionnaire can be mailed, faxed, or emailed to me. Please see the information below for returning the questionnaire.

Ephraim Stockdale  
600 North 18<sup>th</sup> Street  
Post Office Box 2641  
Birmingham, Alabama 35291-0015  
Telephone: 205.257.3171  
Fax: 205.257.2898  
Email: estockd@southernco.com

**Please note:** *Your responses to the following statements and questions should be answered in reference to the City of Fairhope.*

**1. Vision is defined as a preferred picture or image of the future.**

**How would you describe your vision for the City of Fairhope in the next five years?**

**2. Mission is a statement that defines an organization's purpose for existing and should indicate what you do, for whom you do it, and the benefit.**

**Write your mission statement for Fairhope.**

**3. What are Fairhope's assets?**

**4. Based on Fairhope's assets, what opportunities exist.**

**5. What threatens (issues of concern, problems, etc.) the City of Fairhope?**