



Community Forum

Maddi Powers Spencer

Senior Consultant | Berry, Dunn, McNeil & Parker, LLC

Lukasz Stykowski

Staff Consultant | Berry, Dunn, McNeil & Parker, LLC

08/31/2026 – 09/03/2026

Agenda

1. Welcome and introductions
2. Overview of strategic planning
3. Open discussion question
4. Community profile and benchmarking data
5. Small group discussion/poll question
6. Next steps

Introduction to BerryDunn



Maddi Powers Spencer

MPA, ODCP ICA ToP

Senior Consultant |
Berry, Dunn, McNeil &
Parker, LLC



Lukasz Stykowski

MPP, ICA ToP, LSSGB

Staff Consultant |
Berry, Dunn, McNeil &
Parker, LLC



**335+ Consulting
Resources and 38
Years Serving the
Public Sector**

Guidelines for Effective Participation



Speak from your own perspective using “I” statements.



Respect others’ viewpoints while listening respectfully and intently.



Speak in “we” statements when reporting out from breakout discussions.



Stay focused on the discussion at hand.



Ask questions.

What is a Strategic Plan?



Strategic Plan: What does it do?



Strategic plans help municipalities:

- Plan for the future
- Set clear goals and priorities to effectively allocate resources
- Maintain focus to make progress on issues of most importance to community members

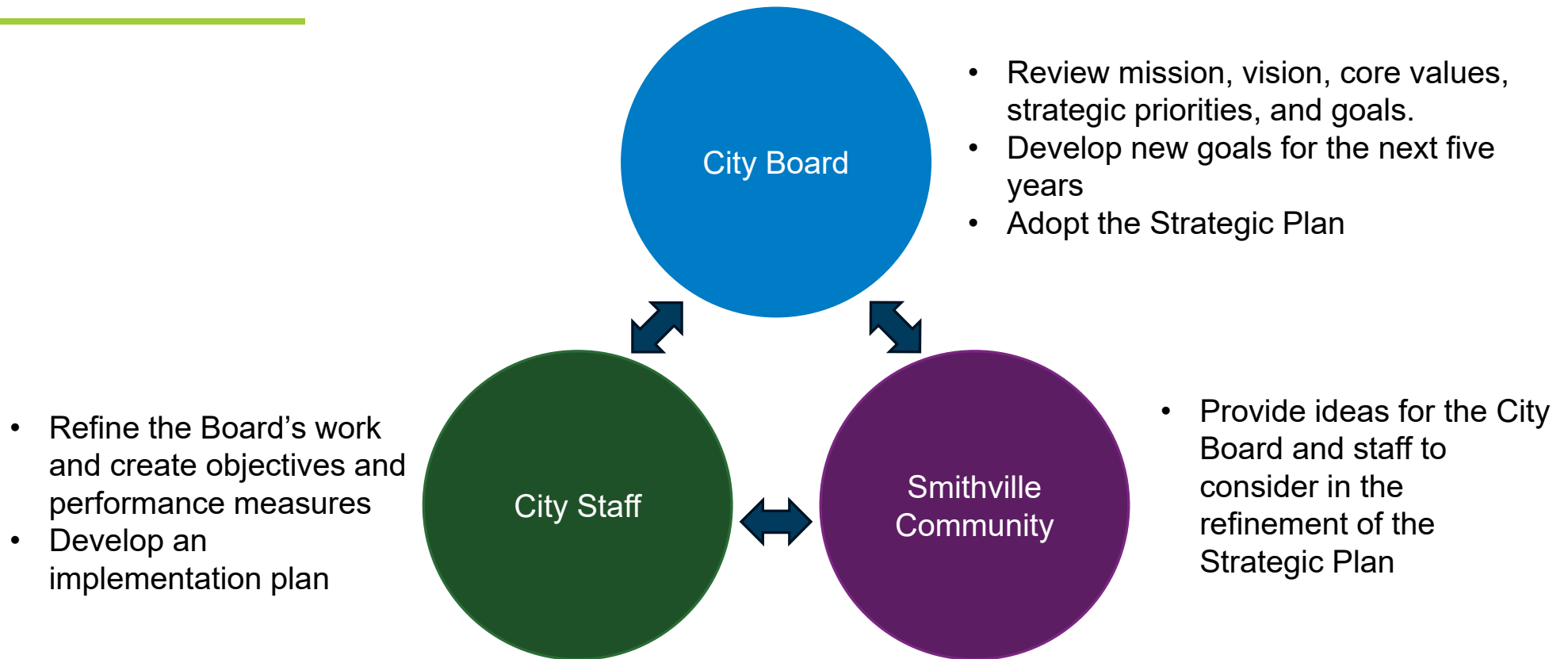
Strategic Plan: Why is it important?



The City's strategic plan will:

- Help set a clear direction for its future by outlining goals and objectives
- Help prioritize use of resources and help ensure resources are allocated to best meet new goals and objectives
- Focus City efforts on the areas identified as most critical to achieving its desired outcomes and adapt its plans as circumstances change

Plan Refinement



Elements of a Strategic Plan



What Sources Inform This Process?



Current Strategic Plan



City and regional demographic and economic data



Existing City data, current strategic plan, comprehensive plan, citizen satisfaction survey, capital improvement plan, and various master plans



Social Point strategic planning website including a survey, ideas wall, and forum



Community and employee input including a survey, individual interviews, group interviews, written responses, and community forums



City Board and staff refinement sessions

Activity Open Discussion Question

What words best describe Smithville?

Environmental Scan

What is an Environmental Scan?

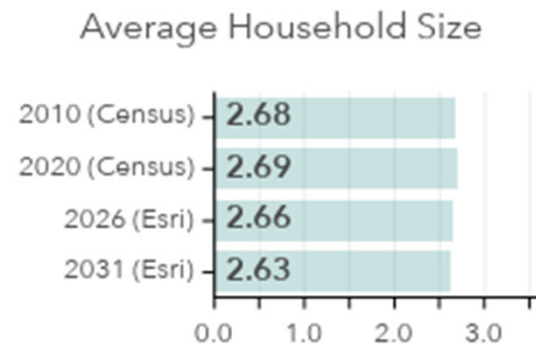
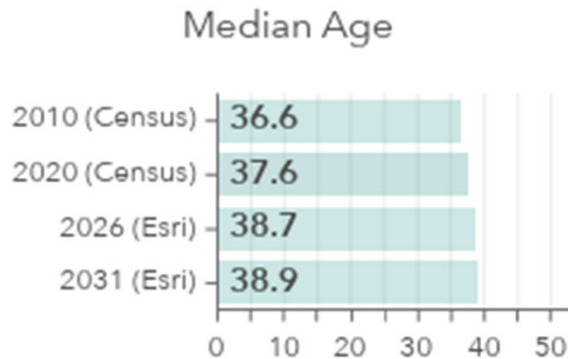
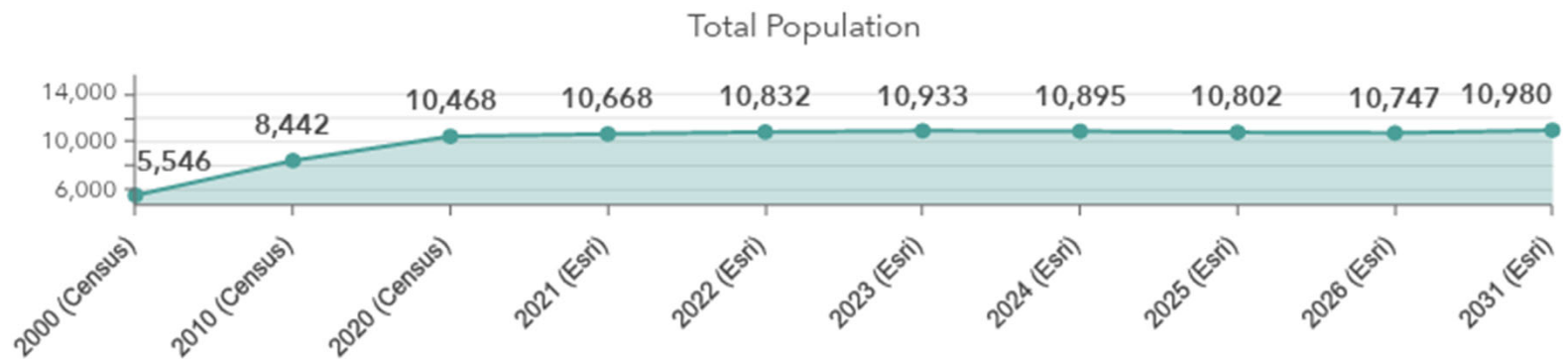


An **environmental scan** presents current and anticipated events and their relationships within an organization's internal and external environments.

The scan serves as a basis of determining the future direction of the organization.

Community Profile

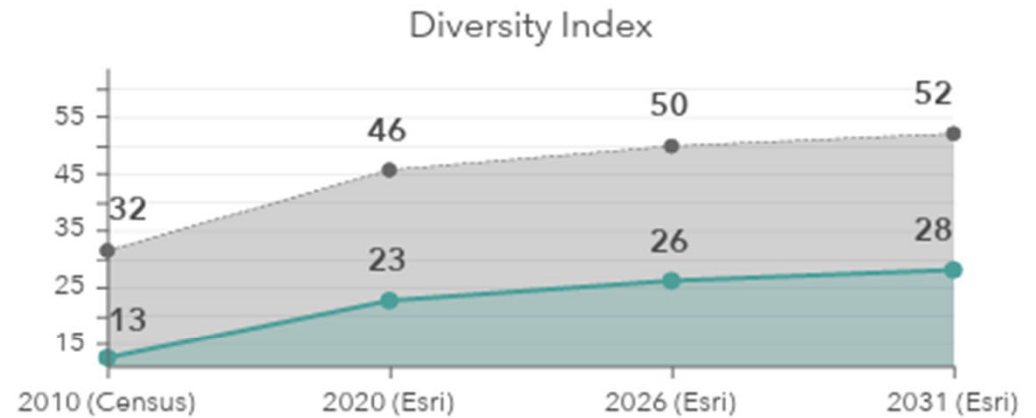
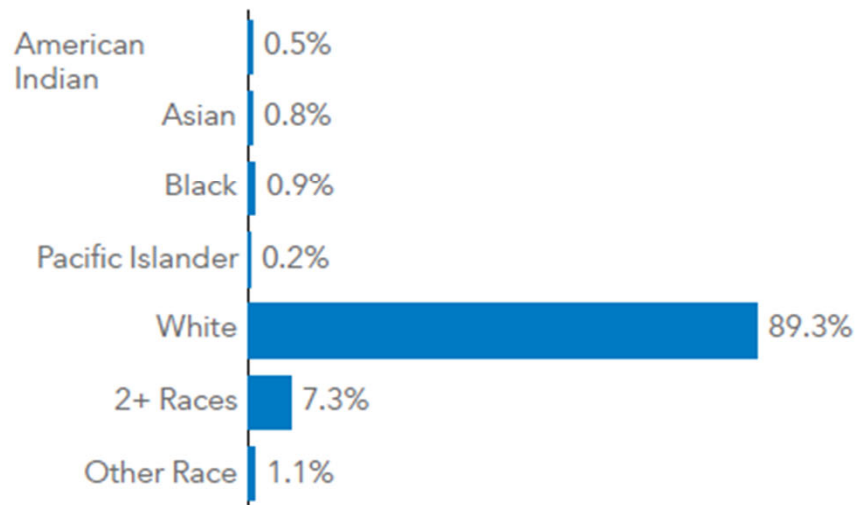
Smithville Demographics: Population, Median Age, Average Household Size



Source: Esri-Data Axle (2025), Esri (2025)

Smithville Demographics: Race and Diversity

Population by Race

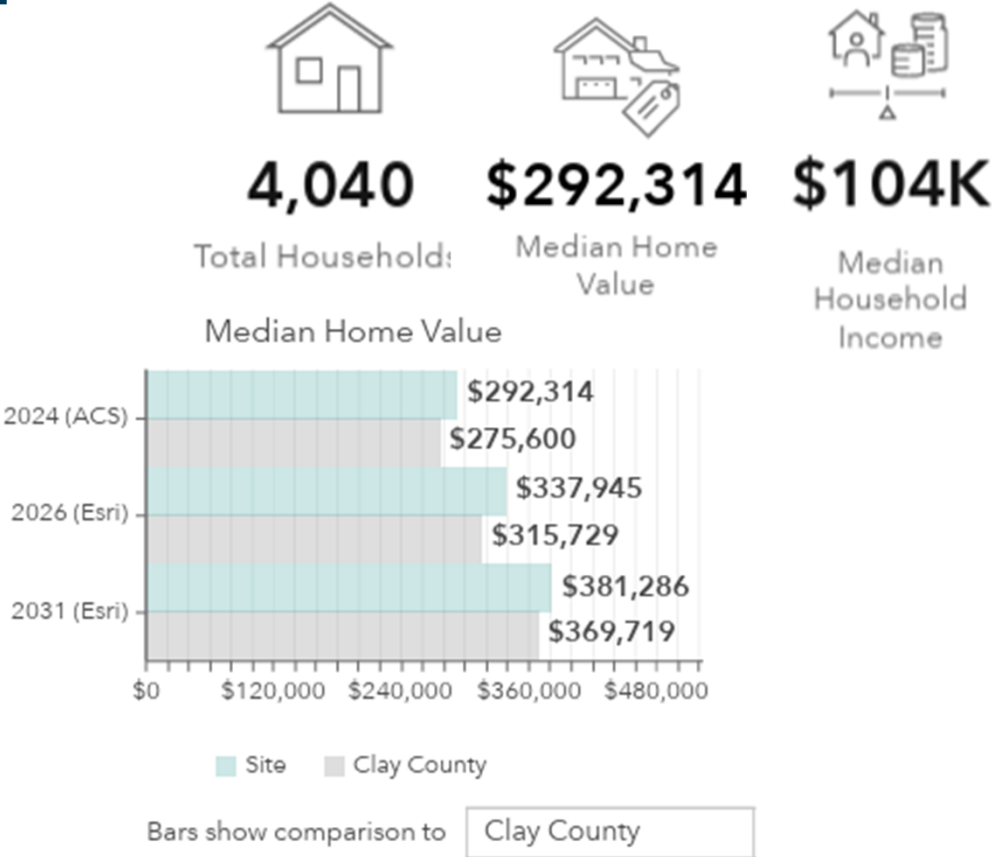
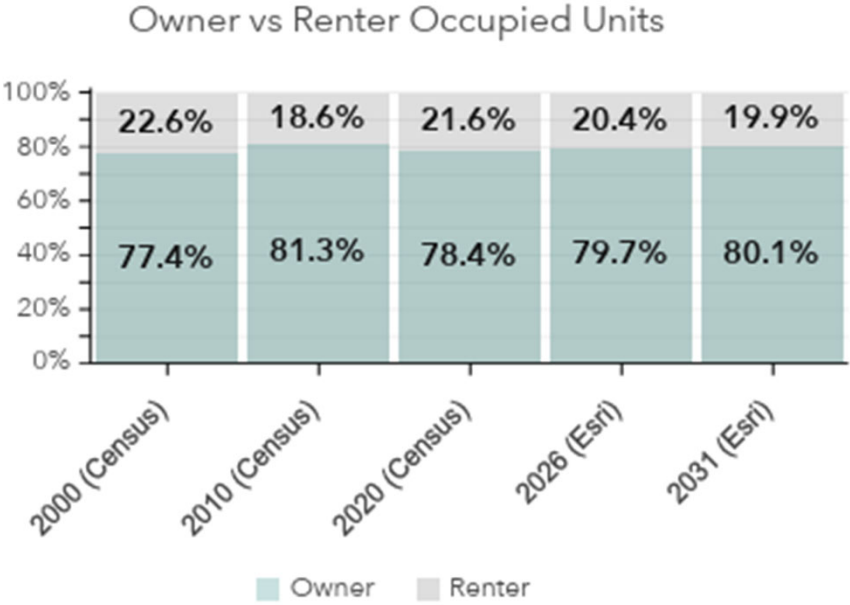


Diversity index – the likelihood that two persons, chosen at random from the same area, belong to different races or ethnic groups (ESRI).

Top (dotted) line = Clay County
Bottom (solid) line = Smithville

Source: Esri-Data Axle (2025), Esri (2025)

Smithville Demographics: Economics



Site = Smithville

Source: Esri-Data Axle (2025), Esri (2025)

Smithville Demographics: Economics (Cont'd.)

Key Statistics

297

Total Businesses

2,747

Total Employees

\$370M

Total Sales

1.0%

Unemployment Rate

Daytime Population



10,747

Total Population

Ratio of daytime to total
population:

0.78

Values > 1.0 mean that more
people come to the area during
the day than live there.



5.7

Avg Number of
Employees



18

Total Businesses Per
Square Mile

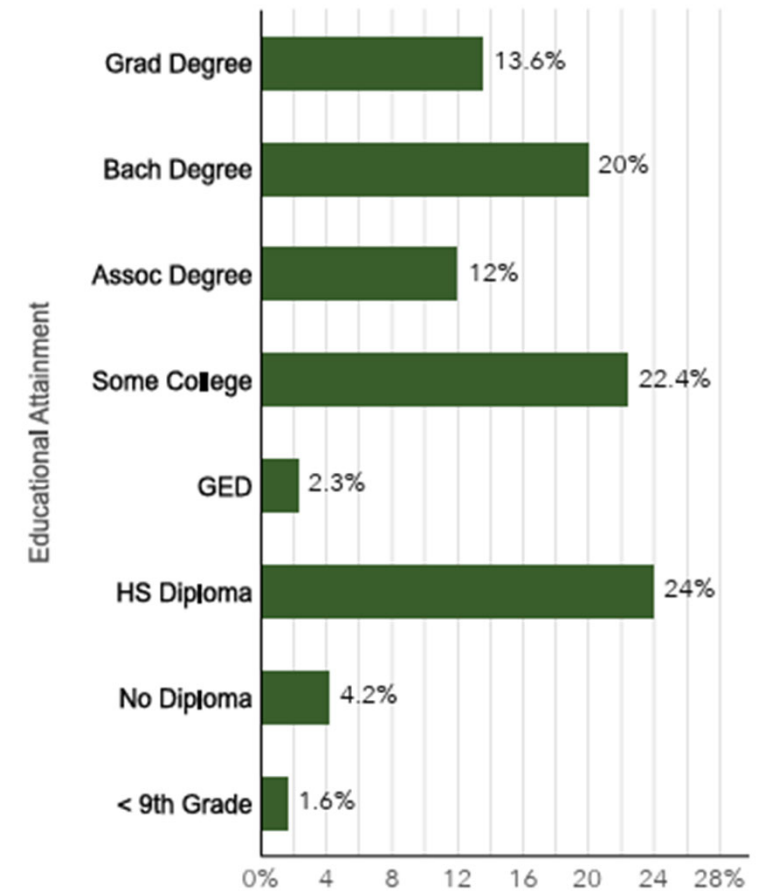


8,357

Total Daytime Population

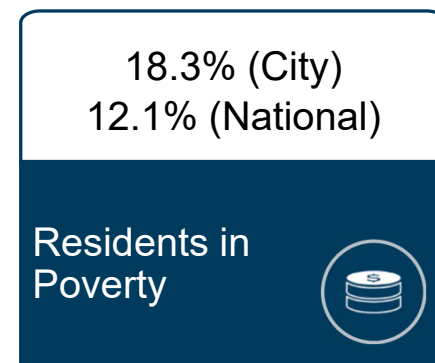
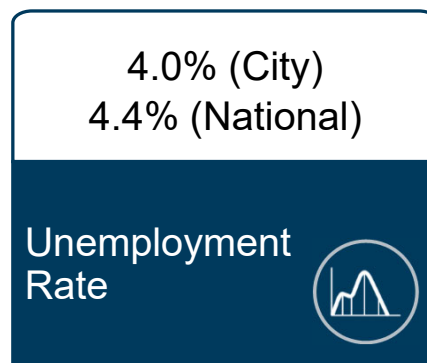
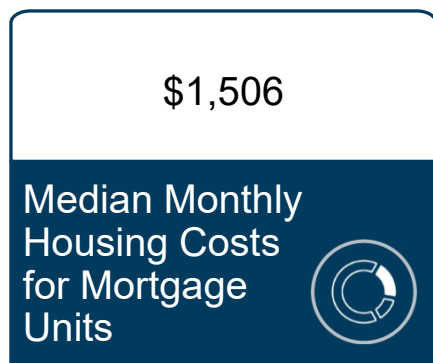
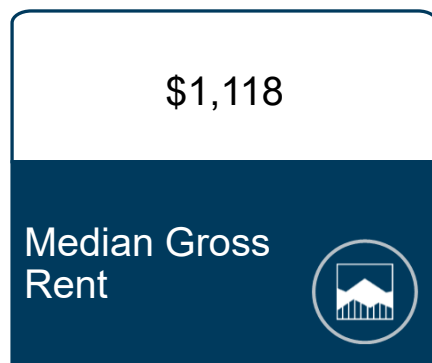
Source: Esri-Data Axle (2025), Esri (2025)

Smithville Demographics: Workforce



Source: Esri-Data Axle (2025), Esri (2025)

Smithville Cost of Living Indicators



Source: American Community Survey 2023, Bureau of Labor Statistics 2026, ESRI 2025

Smithville Livability Index



The factors that determine this score include

- Housing – affordability and access (50)
- Neighborhood – proximity and security (49)
- Transportation – safety and convenience (36)
- Environment – clean air and water (59)
- Health – prevention, access, and quality (49)
- Engagement – civic and social involvement (54)
- Opportunity – inclusion and possibilities (78)

Source: AARP Livability Index 2025

City Government

City Services

City Administration

- Overall Management of City Services
- Records Custodian
- Human Resources
- Information Technology
- Economic Development
- Communications

Development

- Planning & Zoning
- Permits
- Inspections
- Code Enforcement
- Business Licenses

Finance

- Management of all aspect of City Finances
- Utility Billing
- Payroll and benefit administration
- Customer Service

Public Works

- Street and Sidewalk Maintenance
- Snow Removal
- Stormwater Management
- Water Treatment & Distribution
- Wastewater Collection & Treatment
- Management of Solid Waste Services
- Capital Project Management

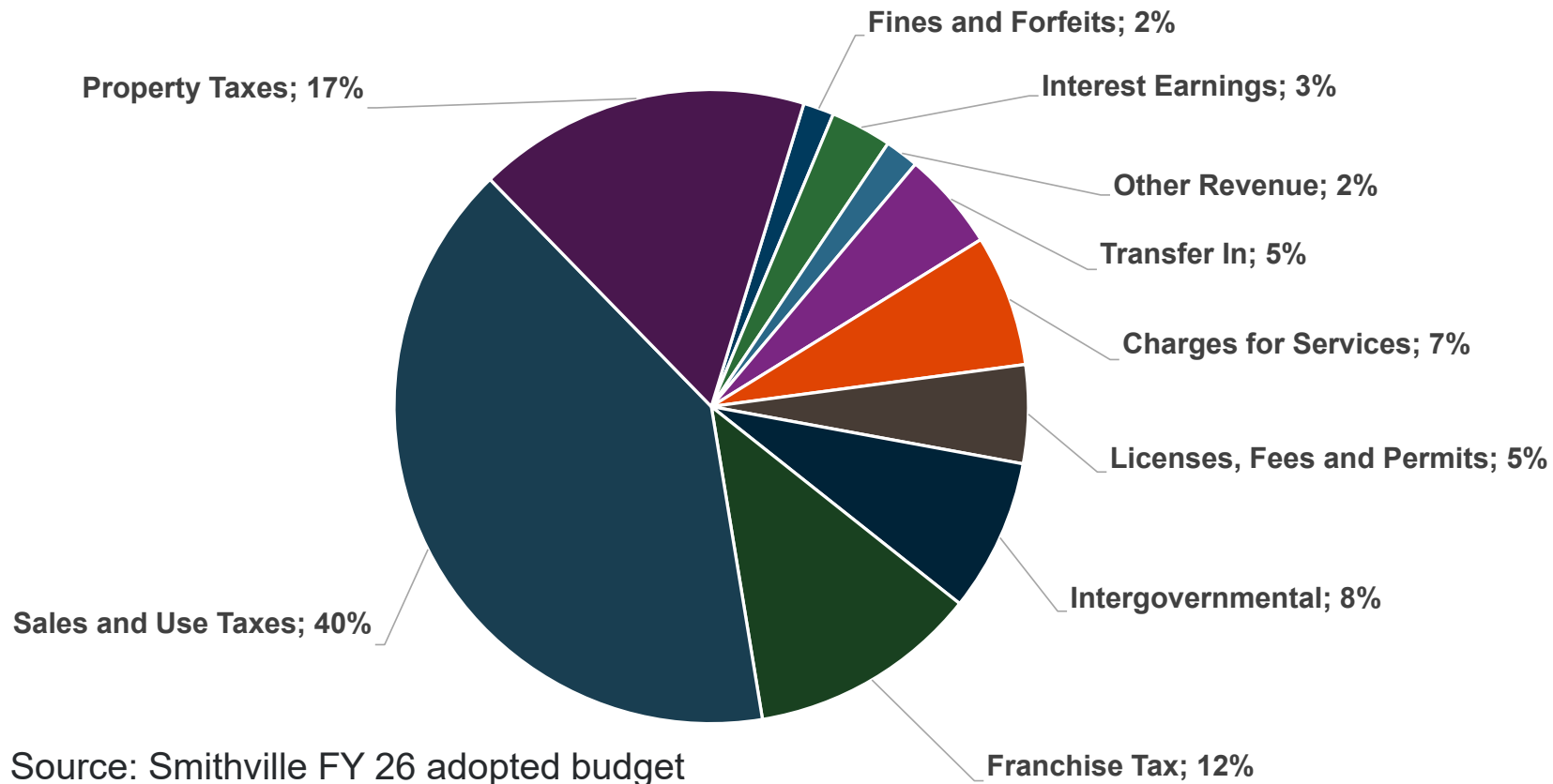
Parks & Recreation

- Maintenance of city parks and trails
- Recreation programming and events
- Facility Management
- Smith Fork Campground

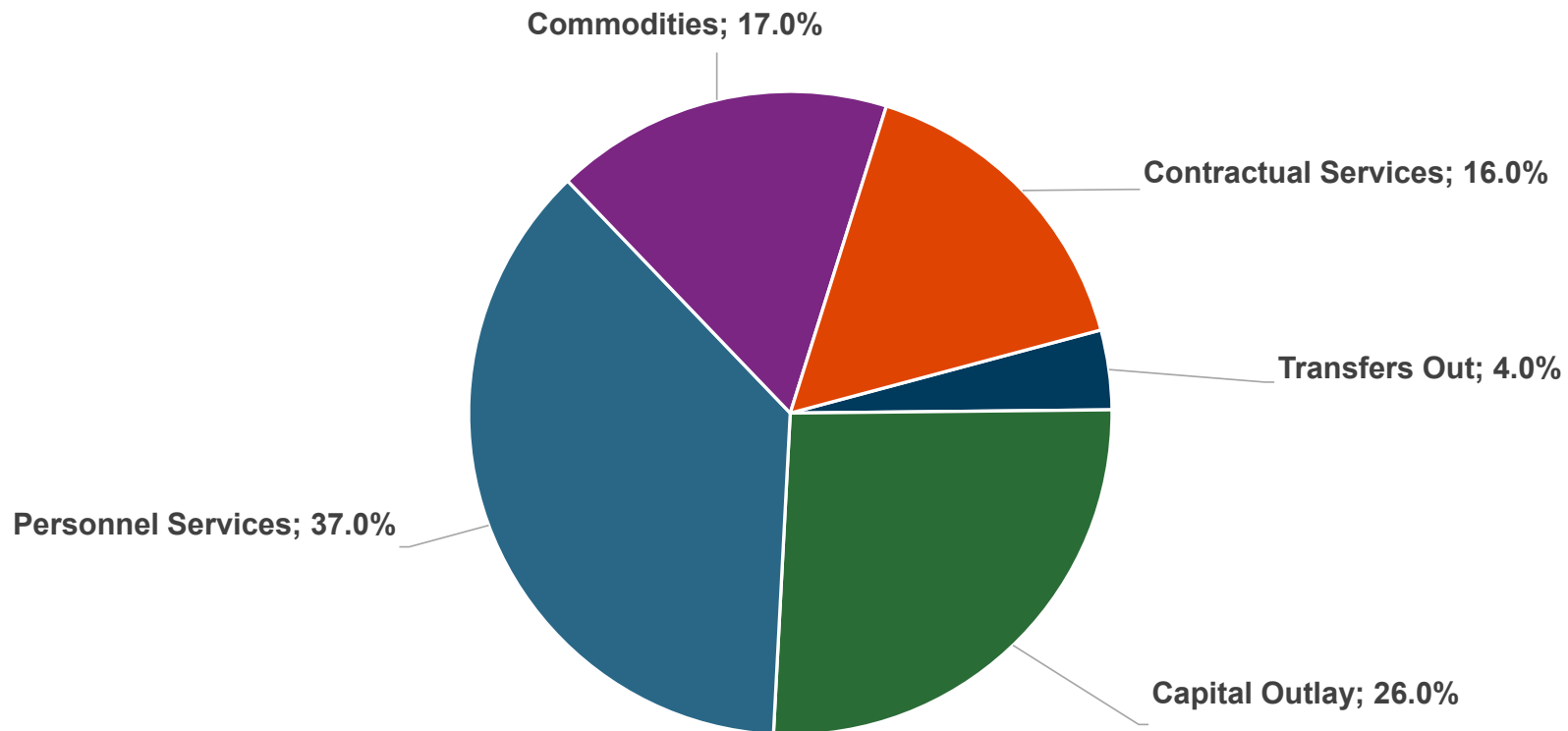
Police

- Public Safety
- Animal Control
- Liquor Licenses

Revenues



Expenditures



Source: Smithville FY 26 adopted budget

Activity Open Discussion Questions

What did the demographic information reveal to you? What stood out in the presentation?

Did you learn anything new?

Which themes are the most important in shaping your thinking about the future direction of the City?

Activity Poll Question 1: Paper

The Community Strategic Action Plan from 2019 includes five Pillars, or areas of focus. Please rate each Pillar by how well it aligns with your vision for Smithville?

1 - Strongly Disagree, 2 – Disagree, 3 – Neutral, 4 – Agree, 5 - Strongly Agree

Pillar 1: Continued Commitment to Education

Pillar 2: Enhanced Recreation and Connectivity

Pillar 3: Diverse Housing and Neighborhood Options

Pillar 4: Strengthened Business and Economic Development

Pillar 5: Retention of Small-Town Feel and Sense of Community

Activity Small Group Discussion

In an ideal world, how do you think the City should look and feel five years from now?

Activity Poll Question 2: Ask Group

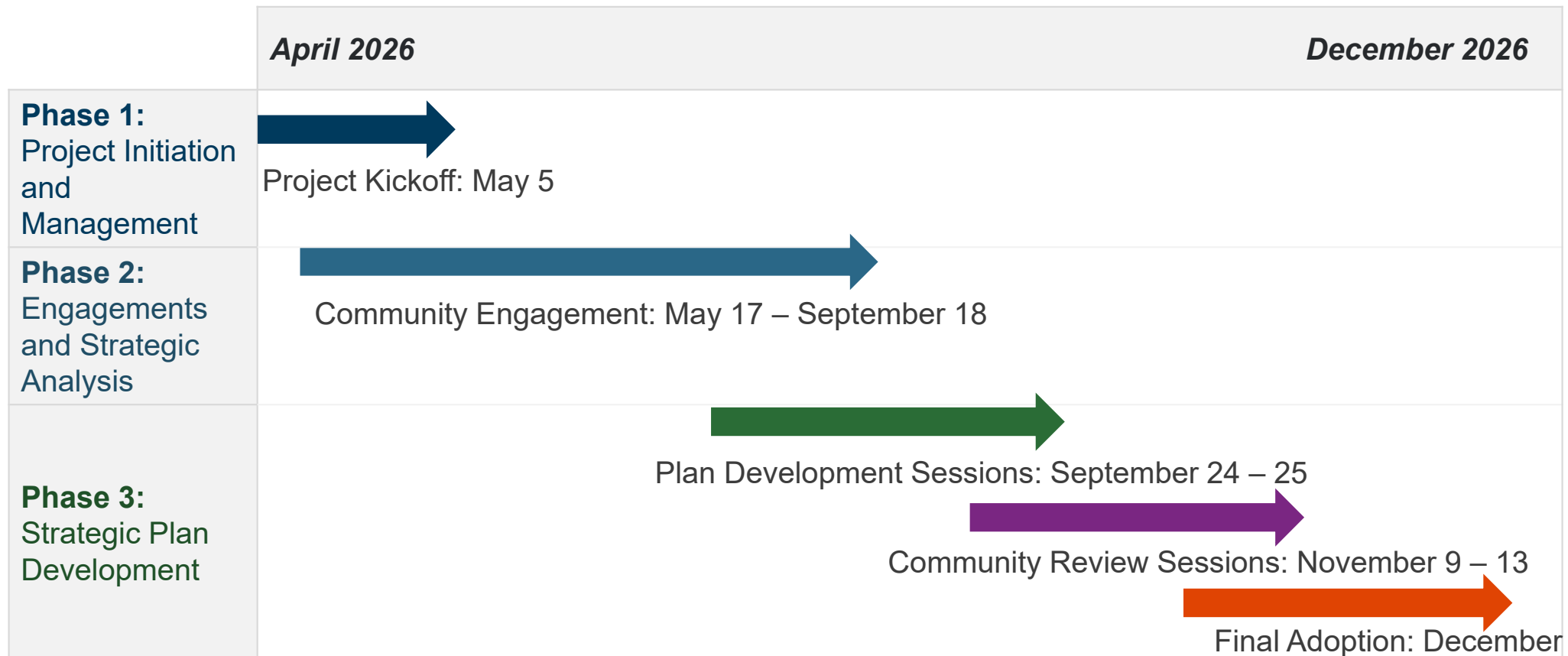
On a scale of 1 to 5, with 1 being “Very Unconfident”, how confident are you that the City will be an even better place to live five years from now?

Next Steps



1. Update Environmental Scan
2. Conduct refinement sessions with Board and staff
3. Create the draft of the Strategic Plan
4. Community review of the Strategic Plan

Anticipated Timeline



Stay Engaged in the Strategic Planning Process!

English ▾



Smithville Strategic Plan Update

The City of Smithville is updating its Strategic Plan with a vision for the next few years.

Your Vision, Our Future: Help shape the Strategic Plan.

The City is updating its current strategic plan which will include the City's mission, vision, priorities, and goals. The plan will help guide the City over the next three to five years in its decision making and actions to meet the needs of the community.

This page is an opportunity to engage our community members in defining clear goals and actionable strategies for the City's future. You play a critical role and the City wants to hear your thoughts to incorporate them in the strategic plan. Your input is essential for providing clarity and direction to elected officials, leadership, and staff.

The City is collecting responses through **September 4, 2026**. Please submit your feedback through the various engagement methods below!

Community Survey

Ideas Wall

Forum

Open

Timeline

- Phase 1: Project Initiation and Management
- Phase 2: Engagement and Strategic Analysis
- Phase 3: Strategic Plan Development

[See less](#)

Previous & Upcoming Events

-  **Monday August 31, 2026 6:00 pm**
Community Forum - Mid-Continent Public Library
- Smithville Branch



<https://engageberrydunn.mysocialpinpoint.com/smithville-mo-strategic-plan>



Thank you!

Maddi Powers Spencer

Senior Consultant | Berry, Dunn,
McNeil & Parker, LLC

480.482.3014

Maddi.Powers@berrydunn.com

Lukasz Stykowski

Staff Consultant | Berry, Dunn,
McNeil & Parker, LLC

207.541.2283

Lukasz.Stykowski@berrydunn.com

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