



# **FMO 2023 Strategic Planning Updates**

**Created by Dave Wenhold, CAE, PLC  
CEO**

**Kautter Wenhold Management  
Group**





# What is a good strategic plan?

**It's a roadmap to chart out the course of the organization based upon data, member input, economic realities and mission of the organization**





# What is a good strategic plan?



**It's also a business plan with objectives, strategies, and tactics that implement the plan.**



# What is FMO's mission?

What are the pillars on which FMO stands?

FMO does have a vision statement in the [About Us](#) section of the website that states in 1962 FMO was founded with the clear vision to “Protect the interests of manufactured/home owners in Florida.” .





# What is FMO's mission?

Three areas stood out as far as what members and leaders felt FMO stands for.

## **Advocacy & Representation**

This was the most discussed issue in both the member needs assessment and leadership interviews.

## **Resources & Information**

## **Education & Training**







Q2 What is the most important member benefit for you and why?

informed legal questions answers rent increases Current information manufactured home  
management making updated mobile home parks interests need upcoming Protection  
statutes mobile home communities website Advocacy manufactured Knowing  
Staying laws concerning park land owners new living Legal Ease residents  
continuing Help newsletter community Lobbying state voice  
Representation lifestyle FMO resources  
Information training Florida organization  
legislation Tallahassee legal represent keep Control  
homeowners going rights issues legislative protecting us insurance  
park owners looking legislature heard regarding fair Access regulations  
manufactured home owners group Knowledge government support Someone S  
leased land benefit information concerning lot rent mobile home owner



# **What do members feel is the most pressing issues?**

- **Rent Increases**
- **Membership loss**
- **Insurance Rates**
- **Corporate Consolidation**
  - **Park Owners**

## **Anti-Home Owner Legislation**

- **Regulatory Overreach**
  - **Apathy**



3 What are the most pressing issues that FMO should address in the next year, and also in the next three years?

continuing manufactured home owners benefit Next Year taxes buying parks changes  
Insurance Costs protect homeowners trying limit enforcement affordable addressed lots DBPR  
management lease will people rights aging paid negotiations  
Increasing membership provide issues individual costs know  
homeowners insurance us property Stop Lot rent Home Insurance  
make fixed income HOA protection Rent responsibilities FMO etc  
park owners living need Lack increase existing  
park many insurance legislature owners see  
rent increases ensure communities manufactured home  
homes home owners members rate increases residents High  
membership well homeowners dealing land raising sold leave keep House  
lot rent increases working control department seniors help requiring support annual  
tie Cap Availability Legislation large corporations law mobile home bought making sure corporate  
Capping lot rent better New





## Q4 What could FMO be doing better?

meetings park representatives FMO reps protect going legal Keep Change answer Assisting  
Providing ask Work concerns make Advertising legislation many state bills help  
district meetings membership TRAINING parks efforts need  
represent better us members resident FMO information  
communities Also HOA opinion know park reps  
homeowners understand communication reps give individual  
Communicate president sure involved issues vote district new  
Better communication will levels join times HOA meetings park owners  
management company position including



Q5 What are your thoughts on how the association should communicate with members and the broader community about our activities, achievements, and goals?

district elected officials District meetings park representatives seem invite website fine Maybe  
find Email blasts Continue updates newspapers HOA letters FMO magazine  
Sending see Mobile Home Owners local Board Directors information news letter  
monthly possibly good E-mails communication use  
meetings reading FMO Provide Email working  
members Weekly community keep magazine  
benefit parks HOA meetings newsletter better communication need contact  
membership request reps residents Board articles issues especially think people  
know important help Watchdog attend Make sure one share

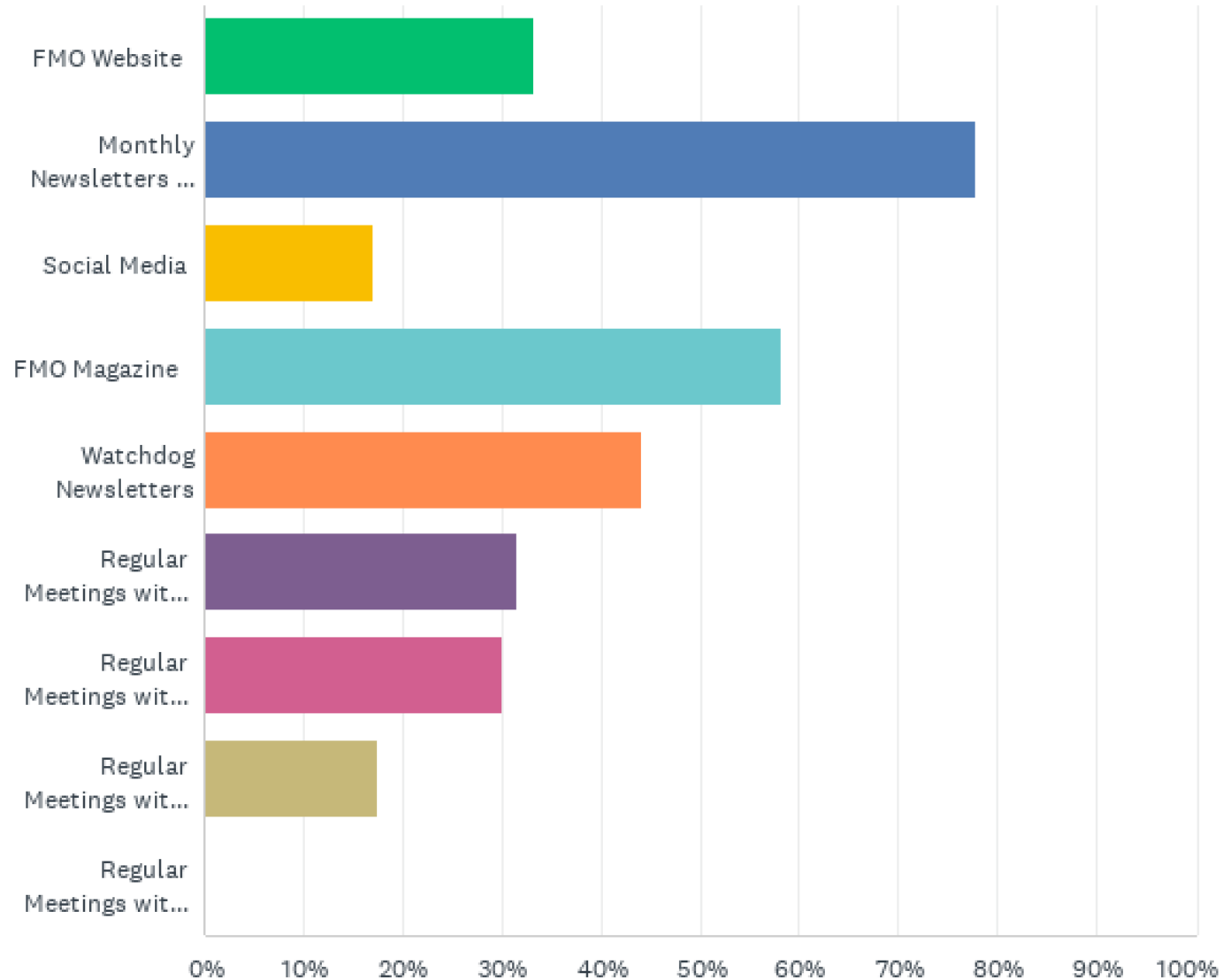


## Q6 Why did you join FMO?

issues help protect representation years ago understanding strength numbers Board  
interests HOA board insurance keep protection joined told  
manufactured home become know represent us informed since voice  
moved organization years member manufactured need  
support organization believe try support us park benefits  
FMO thought help home owners community  
mobile home communities information educated HOA situation  
wanted ownership learn joined FMO owners way represent homeowners  
mobile home lifestyle mobile home owners looking Florida happening  
park owners keep informed better make sure new stay informed residents  
representation state level living

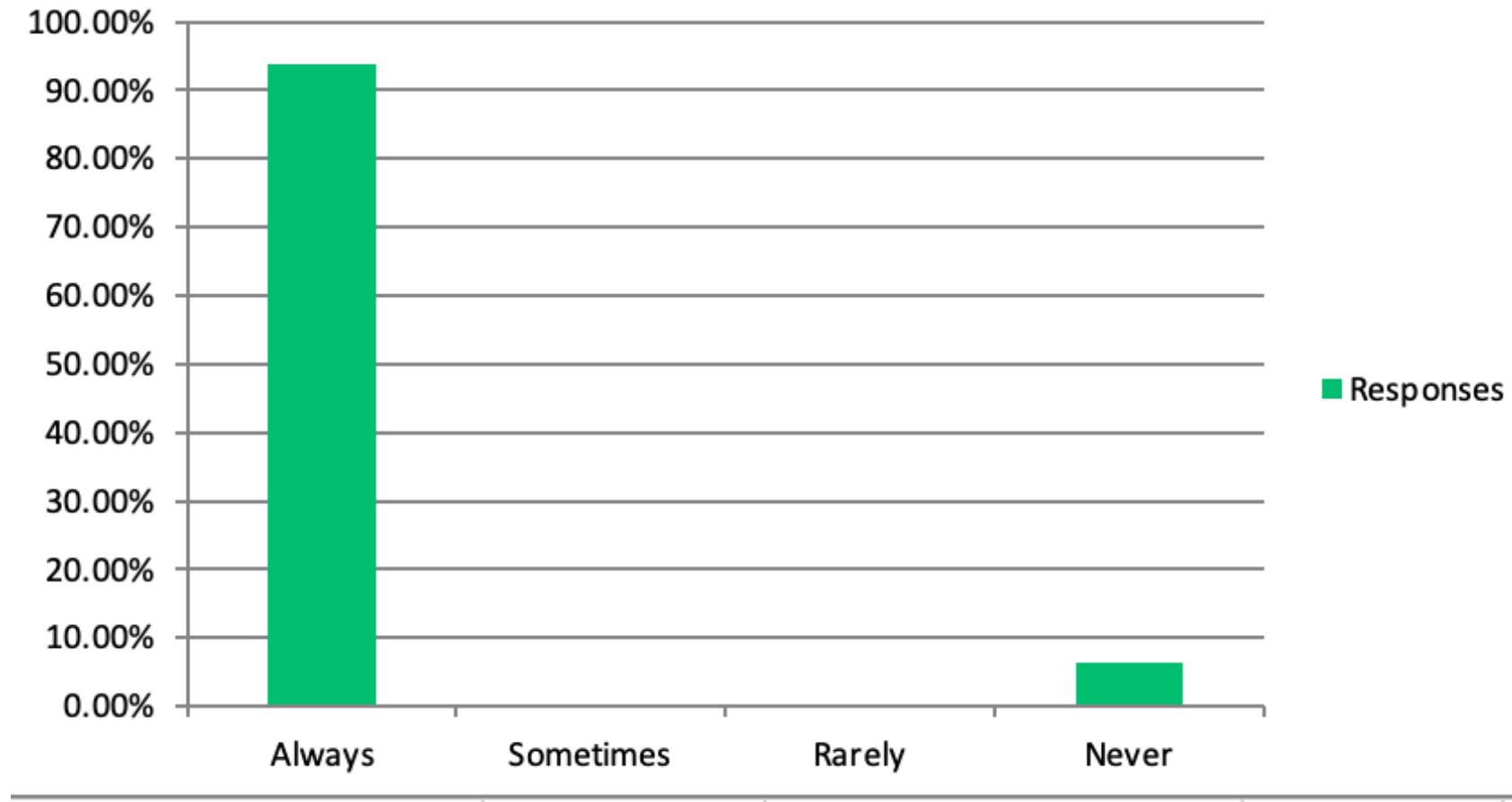


## Q8 What is the best way for FMO to communicate with you?



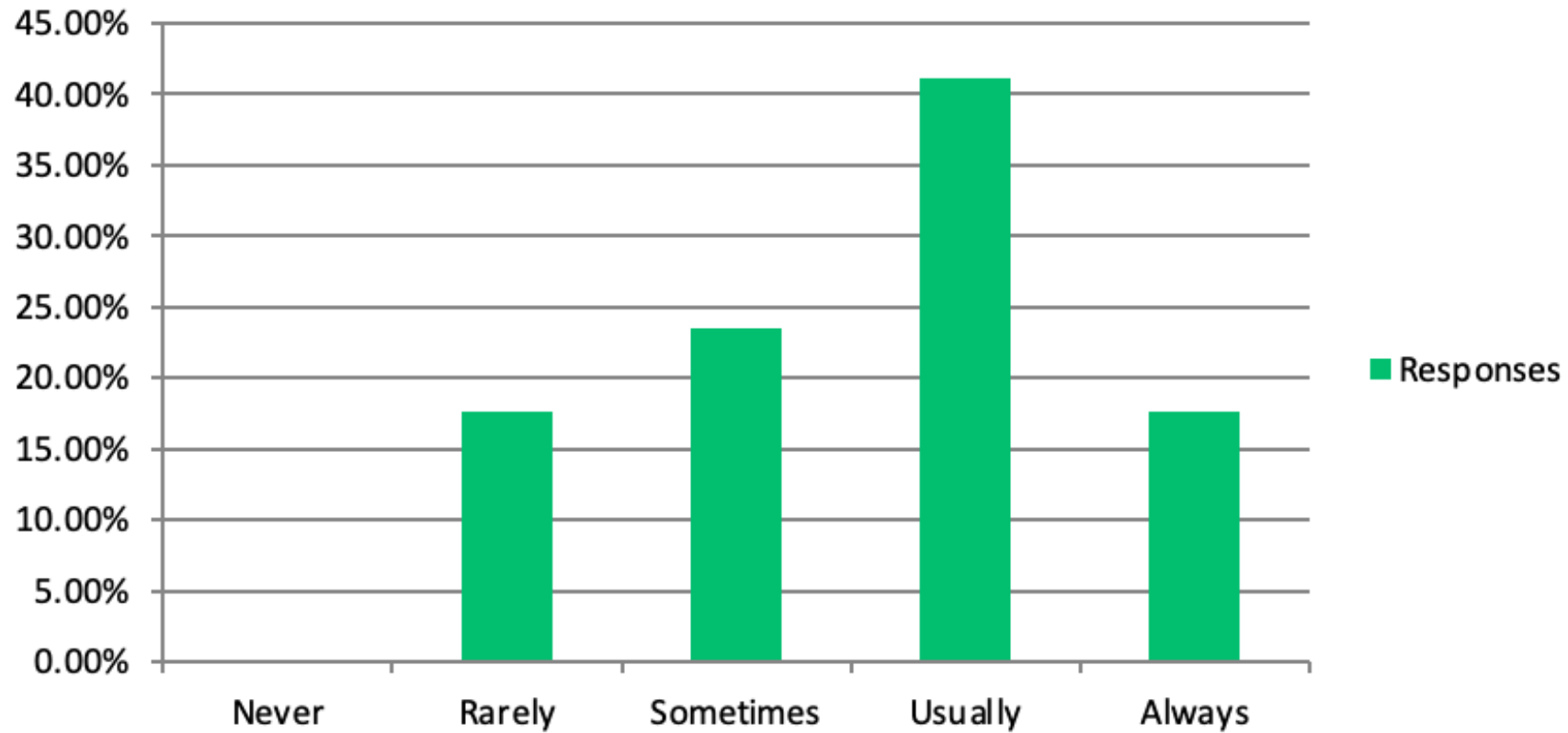


## How often do you read the magazine?





## How often do you visit the FMO website for information?





## What are the Strengths of FMO?





# What are the Strengths?

## Strengths:

- **Volunteers**
  - Leadership
  - Lobbyist
  - Legal
  - Legal Ease
  - HOA Training
  - Members
  - History
- Magazine
- President accessible and responsive
- Strength in numbers







# What are the Weaknesses?

## Weaknesses:

- Membership numbers
- Treasury needs to be improved
- Apathy
- No leadership queue
- Need more communications
- Website (log-in confusion)
- Park Reps need more training
- 
- Not adjusting to newer home owners needs
- No DP's in Board meetings affect information going downstream
- Committees need help
- Legislative messaging?
- Need more exposure to new home owners







# What are the Opportunities?

## Opportunities:

- Need elevator pitch for everyone
- Hill Day
- Ask members for expertise in areas that could benefit FMO
- Identify section or park successes and replicate
- Identify advertisers for website and magazine
- Stories of members to encourage participation
- Townhall for volunteers to increase skill set
- Create quarterly chats for leadership
- Create enhanced member discount/value page
- Simplify/enhance join process
- Video testimonials from members/leadership
- Recognition awards
- Grassroots software for legislative actions
- Create scripts, letters, etc. for communication to members
- Attend town halls for legislators
- 800k manufactured homes in state
- Create President's chats
- Create monthly surveys for member input
- FMO has to be more visible and travel to parks







# What are the Threats?

## Threats:

- Volunteer burnout
- Lack of volunteers
- FMHA
- Lack of joiners
- Financial status
- Some members' tech challenges
- Legislative and legal challenges
- Park consolidation with corporate buyers
- Insurance and rent increases
- Apathy or feelings of disappointment with legislation
- Membership numbers







## What does FMO do well?





## **Now What?**

**The Board will take all the information and digest it, discuss it, and create 5-7 strategic priorities.**

**Once those priorities are decided on. Tactics will be developed to reach those priorities.**



# Final Thoughts

**Ultimately, a strategic plan is only as good as the will to implement it. And the people willing to donate their time and energy to make the organization better. FMO is the organization out there advocating and protecting you and your homes. Will you help create the future?**





**Thank you.**

*“Ask not what your country can do for you – ask what you can do for your country.”*

*JFK*

