



The Institute for Elected Municipal Officials II

Created in 1992, the Institute for Elected Municipal Officials (IEMO) program is a comprehensive educational initiative designed to equip municipal elected officials with the knowledge, skills, and tools necessary to govern their municipalities effectively.



The curriculum covers various aspects of municipal governance through interactive and educational workshops led by experienced instructors, as well as offering peer-to-peer learning and networking.

This course is open to elected municipal officials only. The program includes three levels: IEMO I, IEMO II, and FLC Leadership.

IEMO II is reserved for graduates of the IEMO I program or those elected city officials who have completed one or more terms in office.

Workshops include communication best practices and media relations, planning and land use, advocacy, municipal finance, and understanding your city's structure.



For more information, please scan the QR code above.

Institute for Elected Municipal Officials II (IEMO II)

Sample Agenda

The Institute for Elected Municipal Officials (IEMO) program is a comprehensive educational initiative designed to equip newly elected officials with the knowledge, skills, and tools necessary to govern their municipalities effectively. IEMO II is reserved for graduates of the IEMO I program or those elected city officials who have completed one or more terms in office.

DAY 1

8:30 a.m. - 9:30 a.m. **Registration, Breakfast, and Class Overview**

9:30 a.m. - 12:30 p.m. **Part II of Effective Council Techniques: Decision-Making Models and Media Relations**

This workshop helps municipal elected officials communicate more effectively with the media and residents in an increasingly digital news environment. Participants will learn how to prepare key messages, avoid common interview traps, build productive relationships with the media, and adapt their approach for television, radio, podcasts, newspapers, and social media.

12:30 p.m. - 1:30 p.m. **Networking Lunch**

1:30 p.m. - 5:00 p.m. **Planning and Land Use**

This workshop provides attendees with a practical overview of how land use, planning, and growth management shape a community's long-term development. Participants learn the purpose and legal framework of comprehensive planning in Florida, how comprehensive plans, zoning, and land development regulations guide development decisions, and the importance of property rights, due process, and substantial competent evidence when considering land use matters.

5:00 p.m. **Adjourn**

5:30 p.m. **Networking Reception**

DAY 2

7:30 a.m. - 8:00 a.m. **Breakfast**

8:00 a.m. - 10:00 a.m. **Home Rule, the Florida Legislature, and Advocacy**

This workshop provides a practical understanding of Home Rule, how the Florida Legislature can limit or preempt municipal authority, and why local officials play an essential role in the legislative process. Participants receive practical tips for staying informed, communicating with lawmakers, making effective Capitol visits, engaging constituents, and taking an active role in FLC's legislative policy and advocacy efforts.

10:15 a.m. - 12:30 p.m. **Part II of Municipal Finance**

This workshop provides a deeper understanding of how Florida cities generate, manage, and sustain the revenues needed to provide public services. Participants learn the major sources of municipal revenue, including property taxes, fees, assessments, impact fees, franchise fees, and state-shared revenues, as well as the legal distinctions between taxes and fees and the limits placed on each.

12:30 p.m. - 1:30 p.m. **Networking Lunch**

1:30 p.m. - 4:00 p.m. **Understanding Your City's Structure: Roles and Guiding Documents**

This session helps municipal elected officials better understand their role within the structure of city government and how effective leadership depends on clear responsibilities, strong relationships, and consistent governance practices. Additionally, participants examine key guiding documents and concepts, including the strategic plan, vision and mission statements, core values, and city goals.

4:00 p.m. **Adjourn**

