

MIDDLEBURG EST VIRGINIA 1787

April 14, 2022

VISION

Middleburg sustains its strong sense of place by witnessing a stewardship that honors the town's rich history while embracing purposeful change so that Middleburg's heritage and cultural traditions will be enjoyed by future generations.

MISSION

It is the mission of the Middleburg Town Council to provide its citizens, businesses and visitors with superior public services in a fiscally prudent and socially responsible manner while sustaining Middleburg's historic character, natural beauty and small-town charm.

STRATEGIC PRIORITIES AND OBJECTIVES

PROTECT OUR QUALITY OF LIFE

- Work with Loudoun County and the State regarding Land Use and Transportation Matters
- Partner with other Towns and Community Groups to Strengthen our Voice
- Strengthen Local Awareness about Threats and Opportunities Related to our Quality of Life

PROMOTE COMMUNITY WELL-BEING

- Ensure Public Health & Safety
- Support Community Institutions
- Encourage Safe & Appealing Public Spaces
- Encourage Inclusive Engagement & Participation
- Promote Resident-Focused Events and Services

PROMOTE ECONOMIC WELL-BEING

- Improve Economic Development Activities
- Support new & Existing Businesses
- Promoted Middleburg as a Top Visitor Destination
- Capitalize on Agrotourism

LEAD RESPONSIBLY

- Ensure Quality Town Facilities & Staff
- Communicate Effectively to Town Residents
- Promote Good Governance
- Develop Long-Term Strategies for Sound Infrastructure
- Operate with Sound Fiscal Plans & Policies that will Sustain us through Economic Cycles
- Pursue Opportunities for Innovative Redevelopment & Attainable Housing

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ACTION PLAN AND INITIATIVES

Top 7 Goals for 2022

- Adopt Zoning and Subdivision Ordinance Updates
(Lead Responsibly); Councilmember Jacobs
- Champion and Host a Rural Preservation Summit in 2022
(Protect Quality of Life); Mayor Littleton and Councilmembers Bernard and Jacobs
- Partner with the County to Ensure Compliance with the Loudoun County and Middleburg Comprehensive Plans Related to the Protective Green Belt around Middleburg
(Protect Quality of Life); Mayor Littleton (lead) and Councilmember Jacobs
- Explore Strategies and Options for Attainable Housing
(Lead Responsibly); Vice-Mayor Leonard-Morgan and Councilmember Daly
- Adopt Updated Investment Policy for Town
(Lead Responsibly); Mayor Littleton (lead) and Councilmember Kirk
- Finalize Establishment and Launch of Charitable Foundation Non-Profit for 2022 Disbursements
(Promote Community Well-Being); Councilmembers Kirk (lead) and Miller
- Strengthen Partnership with MBPA through an MOA
(Promote Economic Well-Being); Councilmembers Bernard, Miller, and Pearson

CORE VALUES

INTEGRITY – Doing the right thing

ACCOUNTABILITY – Owning our successes and failures

RESPECT - Treating everyone with dignity and consideration

TRANSPARENCY – Committing to clear and open communication

