

MIDDLEBURG EST VIRGINIA 1787

May 9, 2024

OVERARCHING STRATEGIC PURPOSE

*To preserve and promote strong community
in the face of rapid and continuous change around us and to us.*

VISION

To be a unique, historic, rural town; always enduring, vibrant, and caring.

MISSION

To provide purposeful, accountable leadership; and to deliver quality, cost-effective town services.

STRATEGIC PRIORITIES AND OBJECTIVES

PROTECT OUR QUALITY OF LIFE

- Guard and enhance the unique and historic character of the town
- Collaborate with County and State officials to raise awareness of threats to our community and insist on responsible Land Use & Transportation Planning.
- Partner with allied towns and groups to strengthen our voice
- Increase local awareness of challenges and opportunities related to our quality of life and options to address them

PROMOTE COMMUNITY WELL-BEING

- Ensure the public safety of residents and visitors
- Enable and maintain safe and appealing streets and public spaces
- Support local institutions which strengthen community life
- Encourage inclusive civic engagement and participation
- Promote resident-focused special events and services

GUIDE ECONOMIC BALANCE

- Support existing and new businesses that add value to community life
- Evaluate and adjust tourism promotion to fill voids and reduce periodic overcrowding
- Continue partnership with MBPA to support our business community
- Consider appropriate development and redevelopment in line with the Comprehensive Plan

LEAD RESPONSIBLY

- Provide resources to town staff and volunteers to effectively meet the responsibilities of the town government to its constituents
- Communicate transparently and effectively with our community on a regular basis
- Maintain diligent management and oversight of town infrastructure
- Operate with sound fiscal practices and policies to weather economic cycles

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ACTION PLAN AND INITIATIVES

Top 8 Goals for 2024-2025

- **Take steps to enhance the Town's current short-term rental processes, standards, and Comprehensive Plan policies. Develop understanding of options to consider and pursue amendments, if appropriate.**
(Protect our Quality of Life); Mayor Littleton and Councilmember Jacobs
Staff Lead: Will Moore
- **Explore options for improving outcomes of R-2 redevelopment processes and standards working with the Planning Commission.**
(Protect our Quality of Life); Mayor Littleton and Councilmember Jacobs
Staff Lead: Will Moore
- **Strategically adjust the Town's tourism promotion to focus on times when the Town is not as busy and assess alignment with other marketing activities.**
(Guide Economic Balance); Vice-Mayor Bernard and Councilmember Pearson
Staff Lead: Ali MacIntyre
- **Maintain recent changes to the mix and scale of town-run special events.**
(Guide Economic Balance); Councilmembers Curran and Kirk
Staff Lead: Ali MacIntyre
- **Continue work to preserve, restore and reuse Asbury Church. Focus on community engagement that leads to design and construction.**
(Lead Responsibly); Councilmembers Jacobs and Pearson
Staff Lead: Rhonda North
- **Determine next steps to enhance engagement with all citizens through effective communication. Emphasize outreach to and relationship with the Windy Hill communities to ensure their connection to the Town.**
(Promote Community Well-Being & Lead Responsibly); Councilmember Curran and Vice-Mayor Bernard
Staff Lead: Danny Davis
- **Complete the improvement planning for town's capital needs, particularly focused on water/sewer renewal and replacement, and focused on sidewalk replacement and extension.**
(Lead Responsibly); Councilmembers Leonard-Morgan and Daly
Staff Lead: Will Moore
- **Reassess town government's organizational structure and staffing needs, and incorporate results into the town's financial and human resource planning and budgeting for FY 25 and beyond.**
(Lead Responsibly); Councilmembers Kirk and Daly
Staff Lead: Chief Jones; Danny Davis

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

