

MIDDLEBURG EST VIRGINIA 1787

Adopted February 13, 2020

VISION

Middleburg sustains its strong sense of place by witnessing a stewardship that honors the town's rich history while embracing purposeful change in order 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 Safety
- Support Community Institutions
- Encourage Safe & Appealing Public Spaces
- Encourage Inclusive Engagement & Participation
- Promote Resident-Focused Events

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
- 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 12 Goals for 2020

- Implement Top 3 Strategies of Economic Development Strategy
(Promote Economic Well-Being)
- Implement the Brand
(Promote Economic Well-Being)
- Develop Workforce Supply Study/Plan
(Promote Economic Well-Being)
- Develop Systematic Program for Grant Review and Allocation
(Promote Community Well-Being)
- Complete Site Acquisition and Development for New Town Office
(Lead Responsibly)
- Develop Plan of Financing and Communication Outreach around New Town Office Project
(Lead Responsibly)
- Adopt Sound Fiscal Policies
(Lead Responsibly)
- Update / Improve the Budget Process
(Lead Responsibly)
- Lay Groundwork for Federal Street Redevelopment Using Design Charette
(Lead Responsibly)
- Adopt Zoning and Subdivision Ordinance Updates
(Lead Responsibly)
- Aggressively Attack Cluster Zoning Rewrite with the County
(Protect Quality of Life)
- 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)

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

