

VISION STATEMENT

“Longboat Key is a beautiful place to live, work, and visit, where the natural assets of a barrier island combine with cultural and recreational amenities, visionary planning, and proactive leadership to enhance your way of life.”

MISSION STATEMENT

“To vigorously maintain and preserve Longboat Key’s status as a premier residential and visitor destination that supports the historic balance between residential, recreational, tourism, and commercial attributes, through a commitment to long-term and short-term planning excellence and measurable results.”

CORE VALUES

1. The **governance** of the town shall encourage **public involvement**, and maintain a high-quality, **stable workforce** that provides excellent **public services**, including **safety** and **disaster management**, within a framework of **sound fiscal planning**.
2. The town shall support well-designed and well-maintained **neighborhoods, communities**, and **commercial areas** through the regulation and enforcement of **landscaping and property maintenance codes** for the beautification of the island and protection of **property values**.
3. The town will identify and support **healthcare** providers, **adult education resources**, and **aging in place** facilities, which increase the ability of residents to locally access necessary services.
4. The town will strengthen the ability of businesses to thrive year round on Longboat Key by encouraging **commercial revitalization, development, and maintenance** through clear regulations and incentives that support **long-term planning** for vibrant integrated **commercial centers**.
5. The town will develop a **Gulf of Mexico Drive corridor plan** to ensure compatible development while creating attractive public spaces and sense of community.
6. The town will maintain Longboat Key as a **premier vacation destination** and enhance year round **tourism** through continued **revitalization, development, and maintenance** of tourism-oriented businesses and amenities such as; lodging, cultural attractions, restaurants, golf courses, tennis facilities and beaches.
7. The town will maintain and improve the quality and variety of island-based **recreational and educational opportunities**, including a high-quality **community center**, and will support and promote off-island recreational, cultural and urban attractions.
8. The town will pursue long-term **transit system** solutions that provide reasonable travel options within the town and off-island for residents, visitors, businesses and the local workforce, while maintaining and improving **traffic circulation**.
9. The town will protect the islands’ invaluable **natural resources** through **Best Management Practices (BMP)** and **coordinated regional solutions** for water quality, green building, irrigation, energy conservation, waste management, storm water and shoreline protection.
10. The town will continually identify and pursue appropriate **state-of-the-art technological infrastructures** that provide competitive advantages over other island resorts.
11. The town recognizes the need to provide suitable amenities for **visitors and residents of all ages**.