

TOWN VISION, MISSION, AND VALUES

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 resort.
11. The town recognizes the need to provide suitable amenities for visitors and residents of all ages.

Town of Longboat Key 2011 Vision Plan

- Goal 1:** Help prevent Longboat Key from becoming unaffordable to current residents
- Goal 2:** Continue to maintain the high level of public services and safety on Longboat Key
- Goal 3:** Encourage improvement, redevelopment, and development of commercial
- Goal 4:** Encourage improvement, redevelopment of tourism
- Goal 5:** Encourage improvement of residential properties that maintain quality and character of existing neighborhoods
- Goal 6:** Protect and conserve the natural environment and maintain the beauty of the Key
- Goal 7:** Promote community health
- Goal 8:** Keep or improve the island's amenities important to resident's quality of life
- Goal 9:** Retain the service workforce needed for quality of life on the Key
- Goal 10:** Minimize regular and seasonal traffic congestion
- Goal 11:** Increase citizen involvement and engagement with Town government

End of Agenda Item