



In September 2016, the newly elected Town Council of Purcellville held their first strategic planning session, where they identified a new vision and future initiatives.

The Town Council and all others involved in this planning would like to share their strategy for the future of Purcellville with you, its stakeholders and citizens.

Below you will find four Strategic Initiatives that have been identified and the actions that will be taken in order to achieve them. They are explained on the reverse.

1. Promote Community & Economic Well-Being
2. Practice Good Governance
3. Strengthen Community Partnerships
4. Fund the Future

## VISION

“Purcellville - your small Town, where history and progress intersect and people prosper.”

## MISSION

As stewards worthy of community trust, we work to discern, define, and implement an agenda to nurture and preserve our residents’ quality of life. Through Town Council policies and leadership, we foster an open, cooperative, and admired model government that encourages full public participation and ensures the level of services our citizens expect and deserve.

## CORE VALUES

Integrity  
Trust  
Transparency  
Innovation  
Accountability  
Stewardship

### Mayor & Town Council

Mayor Kwasi Fraser  
Vice Mayor Karen Jimmerson  
Chris Bledsoe  
Ryan Cool  
Kelli Grim  
Doug McCollum  
Nedim Ogelman

### Town of Purcellville

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# Town of Purcellville Strategic Initiatives

## Promote Community & Economic Well-Being

*Capitalize on Purcellville's healthy mix of assets, location, and heritage to diversify, grow, and strengthen the community and economic well-being of citizens and businesses alike.*

### Action Agenda

- Initiate the review and update of the Purcellville Comprehensive Plan inclusive of a build-out analysis.
- Refine an Economic Development Plan for Purcellville that supports local businesses and entrepreneurs through a business retention and expansion plan and to develop and implement a tourism strategy for Purcellville.
- Develop/establish a specific brand to promote Purcellville.
- Complete and analyze a business satisfaction survey.
- Monetize existing community assets and open space property.
- Continue transportation enhancements
  - Multimodal
  - Route 7 bypass/Route 690 interchange
  - Upgrades to Route 7 bypass/Route 287 interchange

## Practice Good Governance

*Perform government functions effectively and efficiently while being accountable to the citizens of Purcellville.*

### Action Agenda

- Engage each Town department and Committee, Commission and Board to identify their top priorities and needs.
- Develop a short and long term debt management strategy for the Town.
- Complete a staffing pattern/plan for needed FTE's and part-time employees.
- Conduct an independent efficiency and effectiveness audit of Town services and programs.
- Incorporate cost of services strategies to ensure operational efficiency across Town departments.
- Research alternative high-speed, high-capacity telecommunication/internet capabilities for Town residents and businesses.
- Expand transparency and accountability through programs, software, and other tools.
- Review development and recruiting procedures for small businesses and look at stream lining opportunities.
- Collect immediate feedback from new businesses and residents.

## Strengthen Community Partnerships

*Implement a positive and interactive relationship with Town citizens and must be committed to helping citizens gain a greater understanding of and connection with their Town government.*

### Action Agenda

- Continue to implement community surveys.
- Host Town Forum and Informational Sessions on Town Services to allow citizens to learn about areas important to them.
- Review and update Committee, Commissions and Boards Policy Guide, mission, purpose statement, and bylaws.
- Revise and update the BAR Design Standards.
- Cultivate a partnership with neighboring towns, Loudoun County, the Commonwealth of Virginia, and our Federal Government.
- Reactivate the Coalition of Loudoun Towns (COLT) to better link our neighboring towns with Western Loudoun issues.
- Establish a partnership with local realtors and businesses to create "Welcome Wagon" concept.

## Fund the Future

*Purcellville will require a commitment to identifying and discussing revenue options and opportunities.*

### Action Agenda

- Review and revise a Financial/Fiscal Policy for Purcellville.
- Develop a Capital Maintenance Program for Town assets.
- Continue to explore new ways to put the Town's utilities on a path of self-sufficiency.
- Continue to increase non-tax revenue as a percent of Town revenue.
- Review and revise CIP projects and 5 year plan.
- Maintain and enhance the Town's Credit Rating.
- Explore facility options for Police Department.