

# Draft Town Vision

Holly Springs offers an unmatched quality of life that reflects the joys of small town living in a safe, family-friendly community that residents and businesses are proud to call home.

Strategic Priority  
Areas

Economic Prosperity & Diversity

Engaged, Healthy & Active Community

Organizational Excellence

Responsible & Balanced Growth

Safe & Friendly

# Draft Strategic Priorities and Goals

## Economic Prosperity & Diversity

- Enhance, attract, and engage diverse economic development opportunities.
- Create a vibrant downtown center.
- Seek partnerships to drive economic development.

## Engaged, Healthy & Active Community

- Improve, expand, and seek partnerships for recreational and cultural opportunities.
- Promote and develop parks, recreation, and public access to a variety of events and activities.
- Develop community events that ensure wide appeal of activities for residents.

## Organizational Excellence

- As an employer of choice, retain and recruit a highly skilled workforce.
- Leverage technology and innovative business approaches to enhance customer service and improve business efficiencies.
- Expand community engagement.
- Ensure financial stewardship.

## Responsible & Balanced Growth

- Plan, maintain, and invest in infrastructure.
- Develop land uses that provide for sustainable growth while balancing small town characteristics with economic growth.
- Promote sustainability initiatives to protect natural resources and preserve community historical and environmental assets.
- Partner with neighbors to promote smart regional infrastructure investments.

## Safe & Friendly

- Maintain the Town's high level of safety.
- Plan for adequate public infrastructure that promotes a safe community.
- Enhance capability to communicate public safety messages to the public.
- Cultivate creative and welcoming cultural events and engagements that appeal to a wide-variety of residents.