

# City of Clearwater – Strategic Direction

## Vision

- Clearwater will be a uniquely beautiful and vibrant community:
- that is socially and economically diverse;
  - that invests for the future; and
  - that is a wonderful place to live, learn, work, visit, and play.

## Mission

The Mission of the City of Clearwater is to:

- Provide cost effective municipal services and infrastructure; and
  - Facilitate development of the economy;
- To support a high quality of life and experience.

## Strategic Direction

### Diversify the Economic Base

- Develop downtown and US 19 N
- Encourage housing that matches community needs – across a range of values
- Expand tax base to reduce reliance on residential taxes
- Fulfill Beach By Design
- Maintain tourism commitment, including sports tourism

### Increase Economic Opportunity

- Foster industry sectors identified in the Economic Development Plan:
  - Technology District
  - Medical District
- Continue building a business friendly environment
- Recognize the value of transit oriented development

### Develop and Promote our Brand

- Engage neighborhoods and the business community to:
  - Create our economic development identity
  - Communicate that identity effectively
- Ensure that our residents and visitors are familiar with the whole offering of community amenities

### Foster Community Engagement

- Encourage neighborhood identity programs
- Prevent blight and support property values through Code Enforcement
- Preserve community history and culture
- Support community events
- Support Pinellas County Healthy Communities initiative

## Facilitate Development of the Economy:

### Efficiency

- Optimize use of employees, assets, and resources
- Encourage teamwork across departments to ensure focus on Strategic Direction
- Access public-private organizations and resources when appropriate

### Quality

- Proactively maintain and reinvest in our infrastructure
- Continuously measure and improve our performance

### Financial Responsibility

- Continue responsible financial management
- Evaluate additional funding options when appropriate
- Set priorities and spend money aligned with Strategic Direction

### Safety

- Reinforce standing as a safe community, especially with visitors
- Continue neighborhood policing
- Ensure timely emergency preparation, response, and recovery

## Provide Cost Effective Municipal Services and Infrastructure: