

OUTLINE OF WALTON COUNTY'S STRATEGIC VISION

WALTON COUNTY DOWN THE ROAD

VISION

Sustain and Enhance Walton County's Vitality, Environment, and Community Character.

MISSION

Delivery of Public Services that Advance the County's High Value Priorities and Improves the Quality of Life.

High Value Priorities

Objectives

Vitality

Growth Management
Economic Development
Land Use
Transportation
Utilities

1. Encourage incorporation of environmental resources in development activities
2. Engage and pursue economic development in emerging technologies
3. Apply best development and redevelopment practices along major roadway corridors
4. Pursue local economic diversity with an emphasis on expanding primary industry jobs
5. Align the County's comprehensive plan with high value priorities (vitality, environment, character)
6. Explore transportation alternatives and improve the movement of people and goods throughout the County

Environment

Environment
Recreation
Military

1. Promote the County's natural beauty and interrelationship between economic development and environmental assets
2. Further develop recreational and open space with an emphasis on parks and pathways
3. Continually explore ways to better serve military and military service industries in the County
4. Seek special designation, protection and awareness of County's environmental gems such as coastal dune lakes and beaches

Community Character

Arts
Historic Preservation
Culture

1. Develop and strengthen public-private partnerships to deliver community services
2. Continue to pursue the conservation and signage of historic sites
3. Foster and promote the unique character and design associated with both the coast and interior of the County
4. Support local agriculture as an important part of community heritage and the economy

-Executive Summary-

Walton County Strategic Vision

Walton County – Down the Road

Purpose

This Strategic Vision is the result of a series of workshops and meetings conducted over a 12-month period in 2009-10. The primary objective of these workshops was identification of what makes Walton County a special place for residents, businesses, and visitors. A critical component of this public outreach effort was consideration of community needs to preserve and enhance Walton County's quality of life into the future. Recognizing attributes valued by Walton County stakeholders, with an eye towards the future, led to the creation of this strategic vision. The strategic vision's purpose is to better position Walton County for the future by establishing a simple set of priorities and measurable objectives.

Walton County – Down the Road, is not a detailed blueprint for Walton County's future. Rather, the strength of the document is its concise statement of objectives intended to keep the County in-line with what stakeholders would like for their community. Ultimately, the County's future will depend on the many details surrounding each individual decision facing our community. However, it is believed, that continual reference to this single page vision will help serve as 'channel-markers' for charting Walton County's future voyage.

Walton County – Down the Road is organized around a vision statement, identifying three focus areas for the county. A mission and specific objectives are organized around these three focus areas, or high value priorities. Each objective was formulated around input received at community meetings. These objectives represent the heart of the document and are intended to be a key reference for community decision makers.

Vision

Our Vision is a concise statement identifying three high value priorities for Walton County categorized under the headings of 'Vitality', 'Environment', and 'Community Character'.

VISION

Sustain and Enhance Walton County's Vitality, Environment, and Community Character.

Virtually all input received at stakeholder meetings can be grouped under the three broad themes of 'Vitality', 'Environment', and 'Community Character'.

Mission

Our Mission is a clear statement of purpose derived directly from the priorities identified in the Vision statement.

MISSION

Delivery of Public Services that Advance the County's High Value Priorities and Improves the Quality of Life.

The Mission is focused on delivery of public services that advance the high value priorities and improves the quality of life. While this mission clearly addresses provision of 'public services', it is believed that the plan's objectives can be adapted by the private sector and other groups within Walton County.

High Value Priorities and Objectives

Objectives are grouped under each high value priority. These objectives represent the priorities and desires of workshop participants. These objectives are meant to serve as general guideposts for directing future decisions in the county. In short, this plan can be viewed using a three-leg stool analogy. Each of the three high value priorities, and their associated objectives, can be viewed as a leg, all in support of Walton County's quality of life.

High Value Priority 1 – Vitality

A vital and vibrant community and local economy is prerequisite for any desirable vision of Walton County's future. Walton County's local economy is as diverse as its people and places. While over 20% of the County's employment can be grouped into the Leisure and Hospitality sector, it is important to note that this concentration points to the area's high quality of life. People visit places that possess a high quality of life. Ultimately, it is quality of life that will attract high quality growth, and Walton County is clearly positioned to be a national leader in this regard. The objectives below are geared towards ensuring economic prosperity through an organic pursuit of high quality growth in jobs, leisure travel, and residential.

Objectives

1. Encourage incorporation of environmental resources in development activities
2. Engage and pursue economic development in emerging technologies
3. Apply best development and redevelopment practices along major roadway corridors
4. Pursue local economic diversity with an emphasis on expanding primary industry jobs¹
5. Align the County's comprehensive plan with high value priorities (vitality, environment, character)
6. Explore transportation alternatives and improve the movement of people and goods throughout the County

High Value Priority 2 – Environment

Walton County stakeholders know that the environment is key to everything we do. Walton County is blessed with a diverse and unique environment. While most residents can point to the County's environmental gems – South Walton Beaches/Coastal Dune Lakes – it is the unsung green spaces we observe everyday that make Walton County special. Objectives grouped under the 'environment' high value priority recognize the link between the environment and economic development. Once again, the area's exceptional quality of life is clearly tied to the environment. And quality of life is the foundation for how Walton County will grow.

¹ Primary, or base, jobs are defined as jobs which produce goods and services in excess of what can be consumed by the local market. Those goods not consumed by the local market are exported to other markets in exchange for money, or export income. Primary jobs import money from elsewhere into the community.

Objectives:

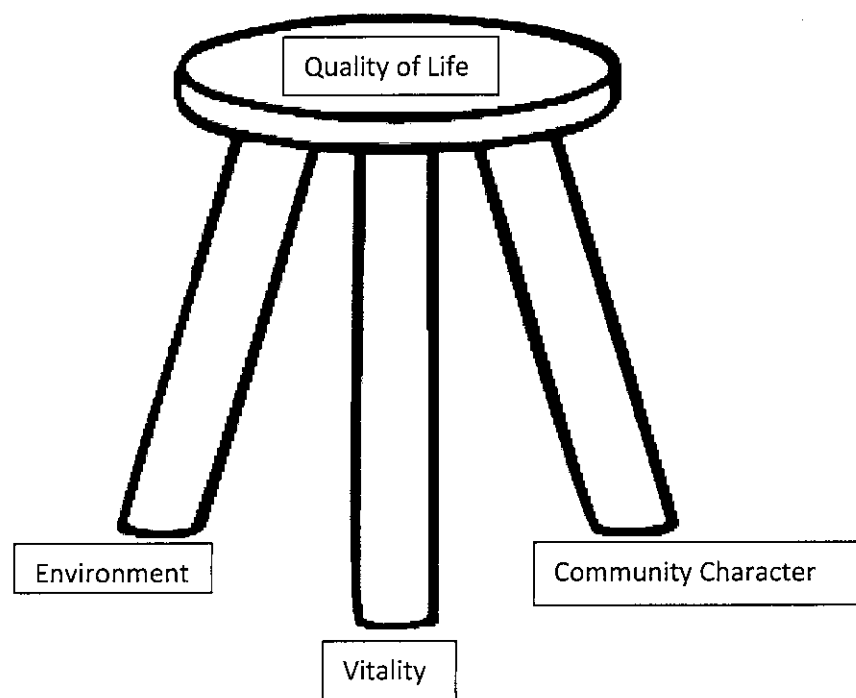
1. Promote the County's natural beauty and interrelationship between economic development and environmental assets
2. Further develop recreational and open space with an emphasis on parks and pathways
3. Continually explore ways to better serve military and military service industries in the County
4. Seek special designation, protection and awareness of County's environmental gems such as coastal dune lakes and beaches

High Value Priority 3 – Community Character

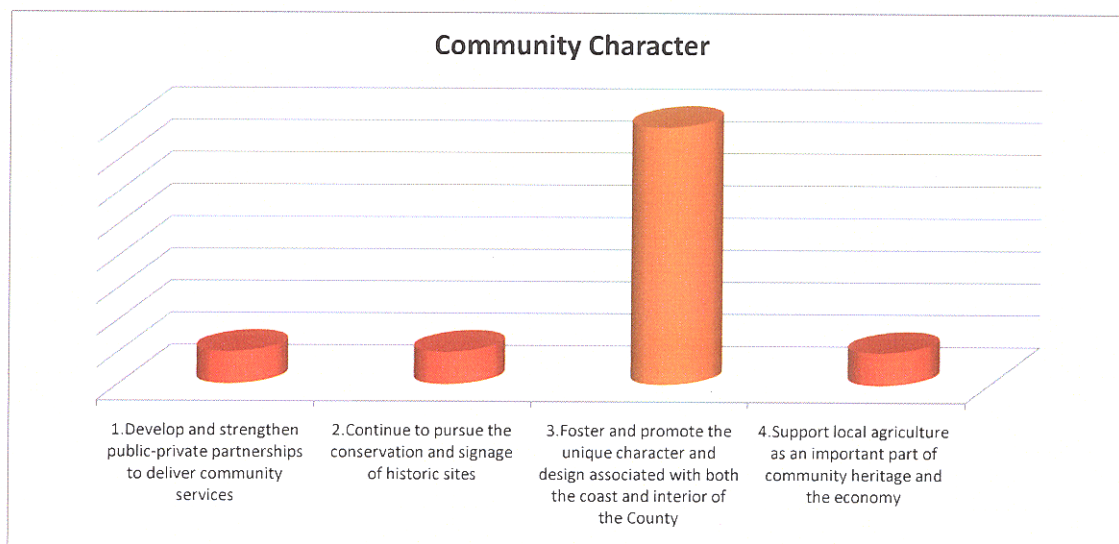
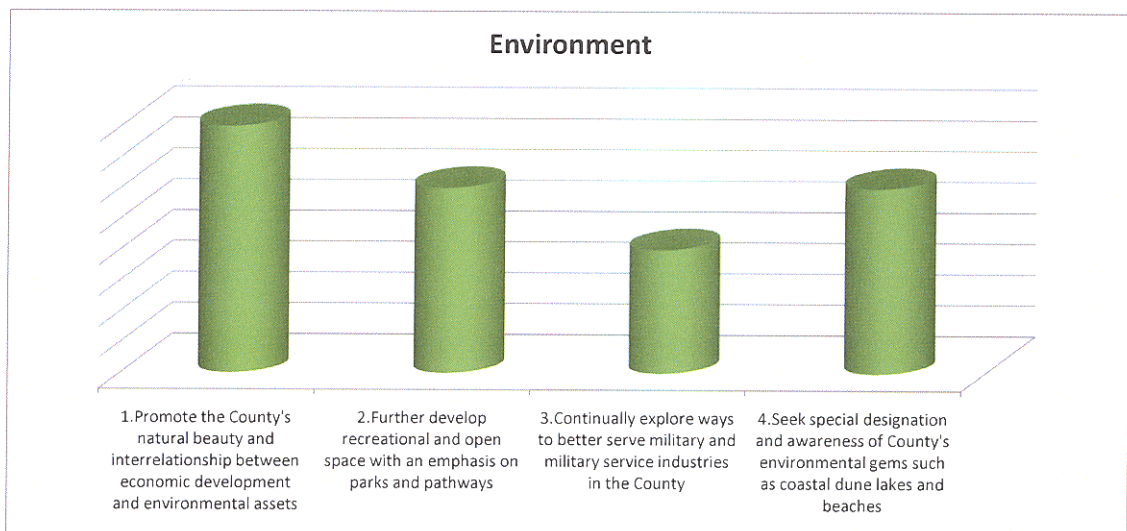
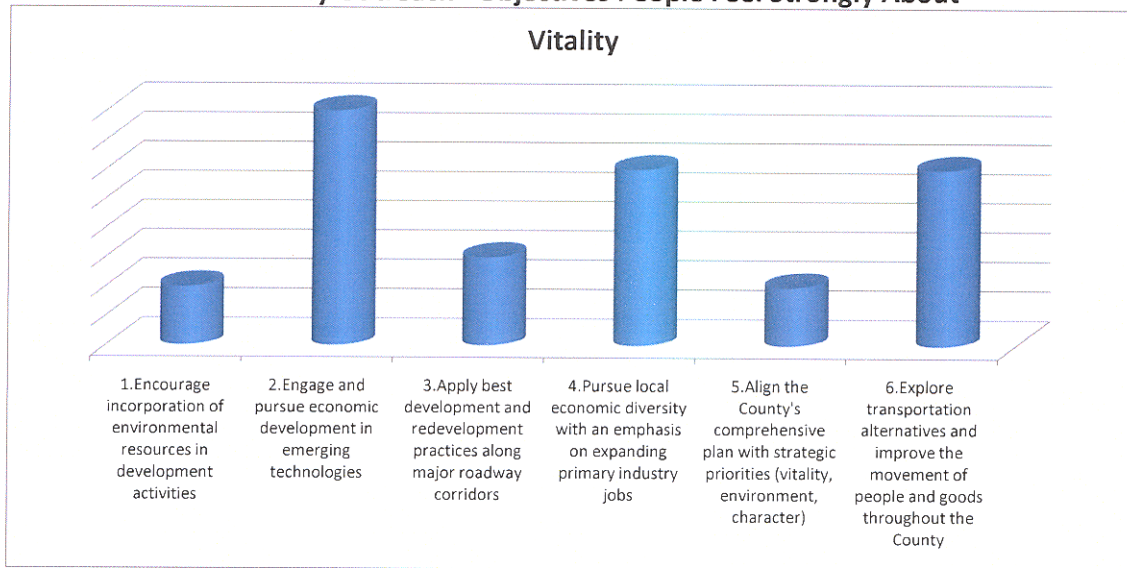
Walton County is a diverse place. This diversity is reflected in its people and places. It is for this reason that community character is outlined as a separate high value priority. Although community character is a difficult concept to describe, it does represent an 'experience of place'. As an experience, people recognize when a place has character, and this is why community character represents the third leg of the quality-of-life stool.

Objectives:

1. Develop and strengthen public-private partnerships to deliver community services
2. Continue to pursue the conservation and signage of historic sites
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Community Outreach - Objectives People Feel Strongly About



These importance rankings are the result of a series of community workshops in which participants ranked all objectives according to importance using a method of dot-voting.