

Proposed Focus Area: Fiscal Sustainability

The Town of Bluffton will update and refine innovative and responsible policies and business practices to effectively manage its fiscal and human resources. The Town will maintain a stable, forward-looking financial environment that maintains an outstanding quality of life for our citizens and is transparent. Business practices will be efficient, business friendly and ensure exceptional customer service to all stakeholders and citizens. Town Government: Excellent Services, Financially Responsible.

Guiding Principle 1: Demonstrate fiscal responsibility through established financial policies, budgeting practices and financial standards of excellence requirements that meet the benchmarks for financial reporting established by the Governmental Finance Officer Association (GFOA) and the Government Accounting Standards Board (GASB).

Guiding Principle 2: Implement business processes and operational efficiencies to streamline the cost of government including the examination and identification of cost of services and cost of recovery policies.

Guiding Principle 3: Implement a human capital plan that allows the Town to proactively recruit, plan for, maximize, and retain top human resources.

Guiding Principle 4: Implement innovative technology initiatives to support Town business processes, customer service and encourage private development investment.

Guiding Principle 5: Create and pursue opportunities for collaboration and regional partnerships to maximize resources and address regional issues.

Proposed Focus Area: Economic Growth

Town of Bluffton will seek diverse, high quality and sustainable development that will foster local jobs, enhance our quality of life and culture through the strategic pursuit of knowledge based job sectors including environmental, small businesses, creative, entrepreneurial initiatives, renewable energy, aerospace, medical, tourism, and light manufacturing. As a Regional Economic Center with a Diverse Economy, business investment and sustainability will be fostered through streamlined processes, ongoing collaborative relationships, partnerships and/or alliances.

Guiding Principle 1: Ensure the Town's development services are continually streamlined, efficient, customer focused and responsive to efficiently support local economic development.

Guiding Principle 2: Update and refine a long-range planning vision e.g., comprehensive plan, Old Town Master Plan, Buck Island Simmonsville Neighborhood Plan and the May River Watershed Action Plan, that incorporates citizen and stakeholder input to provide a road map for strategic economic development, infrastructure and budget planning.

Guiding Principle 3: Focus on strategic economic development pursuits that will increase local jobs, generate additional revenue and create demand for supporting businesses.

Guiding Principle 4: Foster support of local businesses through ongoing engagement and communication to ensure Town policies and priorities that are not detrimental and support their growth and long-term success.

Guiding Principle 5: Develop and implement a collaborative Economic Gardening strategy with local businesses.

Guiding Principle 6: Place based principle

Proposed Focus Area: Town Organization

Town of Bluffton will update and refine programs, policies, and projects that create a clean, safe, and sustainable workplace. The Town will provide a working environment and benefits to attract and retain a workforce that is committed to providing outstanding service to its citizens and an exceptional value for their tax dollars.

Guiding Principle 1: Establish clear management expectations for all employees and volunteers of the Town.

Guiding Principle 2: Develop initiatives to improve communication and transparency for Town employees through “Open Book Management” concepts.

Guiding Principle 3: Ensure employees have the necessary intellectual and physical resources to efficiently and effectively perform their jobs and provide excellent customer service by empowering employees to make decisions and create and maintain a culture of ownership.

Guiding Principle 4: Implement programs and develop projects that create a professional, safe, value-oriented, responsive work environment with opportunities for education, advancement, job fulfillment, and accountability.

Guiding Principle 5: Evaluate and implement opportunities to foster employee involvement in meaningful ways that strengthen their relationships internally and within the community and promote a sense of cooperation and unity.

Guiding Principle 6: Develop systems, policies and training that promote continuously improving governance and teamwork between the Mayor and Council, Town Manager, the Leadership Team and the various boards and commissions.

Proposed Focus Area: Community Quality of Life

The Town of Bluffton will update, support and provide policies, programs, gathering places, and events, which sustain our vibrant community that is unique and authentic. Our community can come together to celebrate and preserve its culture and history while enhancing the quality of life. Sustainable relationships with the community will be cultivated through citizen engagement, outstanding customer service, and clear, accessible communication.

Guiding Principle 1: Support and create partnerships with public/private educational institutions and local school leadership. Provide multi-generational development programs to ensure quality education and recreational opportunities.

Guiding Principle 2: Create an enhanced connection with neighborhoods throughout the Town through focused outreach and strategic utilization of various communication methods.

Guiding Principle 3: Enhance public safety business process improvements and innovative programs that ensure a safe community.

Guiding Principle 4: Support initiatives and evaluate community policies, programs, gathering places, and events that promote healthy and quality lifestyles for our diverse citizenry.

Guiding Principle 5: Foster place based initiatives and Town codes that support a clean, well-maintained, sustainable community while protecting our natural resources including the May River.

Proposed Focus Area: Infrastructure

The Town of Bluffton will strategically plan, implement and maintain current and future infrastructure and facilities that support the community's quality of life, protects the environment and economic viability.

Guiding Principle 1: Establish routine and industry best practice maintenance guidelines to monitor the efficiency and operability of current below and above grade infrastructure and facilities.

Guiding Principle 2: Identify programs, technologies or resources to compliment current operational practices that ensure the sustainability of existing infrastructure and facilities.

Guiding Principle 3: Establish long-term planning, prioritization and investment strategies for future infrastructure and facilities that improve the quality of life for citizens while being financially sustainable.

Livable, Sustainable Bluffton Community That Enhances Quality of Life

Town Government: Excellent Services, Financially Responsible

Celebrate the May River

Regional Economic Center with Diverse Economy

Upgraded Town Infrastructure and Facilities

Proposed Focus Area: The May River and Surrounding Rivers and Watersheds

The Town of Bluffton is committed to protecting and enhancing the environment of the May, Okatie/Colleton and New Rivers and their watersheds. The Town will support and encourage initiatives that continuously improve the water quality and the economic viability of the watersheds. The Town of Bluffton is the Heart of the Lowcountry and the May River is the heart of Bluffton. We will celebrate the May River while our community's history, culture, and environment is protected for future generations.

Guiding Principle 1: Support initiatives, such as the May River Watershed Action Plan, to improve water quality of the May, Okatie/Colleton and New Rivers and their watersheds.

Guiding Principle 2: Seek collaboration and partnerships that protect, and improve the May, Okatie/Colleton and New Rivers and their watersheds.

Guiding Principle 3: Celebrate the May River and its heritage, and importance to the community.