



Item No. _____

Agenda Item Memorandum

Town Manager

Department

Connie Hoffmann

Department Director

COMMISSION MEETING DATE - 6:00 PM	Deadline to Town Clerk
<input checked="" type="checkbox"/> November 8, 2012 – Roundtable Meeting 6:00 PM	

**Subject to Change*

SUBJECT TITLE: TOWN VISION STATEMENT

EXPLANATION: At the October 18th Roundtable Meeting on the Strategic Plan, the Town Commission asked staff to draft a new Vision Statement for the Town based on the input you provided at that meeting.

As we discussed, the Vision Statement should be a description of what we want the Town to be approximately ten years into the future. Good vision statements express community values and aspirations. Vision Statements are tough to write, and even tougher to condense into a brief statement for a municipality. Here are options for the Commission to consider, including those submitted by Commissioners Brown and Dodd.

Option 1 Lauderdale-By-The-Sea has created an atmosphere, environment and experience through quality shopping, dining, entertainment and amenities that makes you realize you have found where you want to be.

Option 2 Lauderdale-By-The-Sea prides itself as a small-town, oceanfront community with a village-type atmosphere. Residents and visitors alike believe that Lauderdale-By-The-Sea is a place where people can experience Florida as it used to be. We have and will continue to preserve and enhance the qualities and character which make Lauderdale-By-The-Sea such a unique place to visit or call home, so they can be enjoyed by others for generations to come.

Option 3 We hold this Town in our hearts, as do those who vacation or visit here and always long to return. We have diligently protected Lauderdale-By-The-Sea’s distinctive character. We treasure the revitalized coral reefs we can swim to from our beaches. We’ve made the Town even more walkable by widening sidewalks, providing shade, expanding public transport options, and improving pedestrian safety. We enlarged and beautified our oceanfront gathering places. We’ve embraced the quirky MIMO architecture that reflects our long history as a vacation destination and have used it to market our hospitality industry. Public infrastructure improvements and effective working partnerships with the business community have strengthened our Town’s prosperity and economic viability.

Option 4 Lauderdale-By-The-Sea has accomplished something rare. We’ve stayed authentic and protected our small town character, while giving the Town the facelift it needed to stay economically competitive. Commercial Boulevard has a new vibrancy. Residents and visitors leisurely stroll along its broadened sidewalks, enjoy its special mix of art and retail offerings, and join friends at the many sidewalk cafes that line the street. Our beachside plazas and parks are the heart of the community’s

social life. The hospitality industry has been reinvigorated by the renovation of several large hotels, by our reputation in the marketplace as an amazing shore diving destination, and by celebrating our distinctive MIMO architecture. Tourists love the relaxed vibe and the fact that they don't need a car here. Residents treasure the crystalline sea, our traditional, small town festivals, and the amenities that being a tourist destination provides.

Option 5 Lauderdale-By-The-Sea has been successful in stimulating its economic revitalization through active support of the hotel industry and by fostering a vibrant, mixed-use, pedestrian-oriented downtown district that serves the needs of both residents and visitors. The Town and business community worked together to enhance the vitality and prosperity of Lauderdale-By-The-Sea while making sure that business development was compatible with the small town character and traditions we hold so dear.

Option 6 Lauderdale-By-The-Sea is renowned for its small town character. It is a unique place to live and visit with its vibrant, mixed-use, pedestrian-oriented Oceanfront Center. Our visitors are drawn back year-after-year. We are blessed with a second business district on Commercial Boulevard that draws customers from throughout the region with its special mix of artistic and retail offerings. Our residents are committed, caring and active in the governance of our Town.

DISCUSSION POINT: The issue of the hotel industry is one that I believe needs discussion. I would have loved to have said in one of these statements that we would have a thriving hotel industry in 10 years. But we run a true risk of a significant enough number of small hotels converting to residential use under our current zoning regulations. The degree to which the Town uses its regulatory or financial power to stop that from happening is a policy issue that deserves consideration when we are defining where we want the Town to be in ten years.

RECOMMENDATION: Provide direction on a Vision Statement and schedule the chosen statement for public input and adoption at a Regular Commission meeting.

Town Manager Initials _____