



# Town of Ocean City: Strategic Plan

## VISION 2028

OCEAN CITY 2028  
is a *Vibrant Coastal Resort Community*  
with a *World Class Public Beach and Waterways*  
and an *Authentic Historic Boardwalk*-- the *Choice*  
*of Today's Families.*

OCEAN CITY 2028  
is *Safe and Clean*, has  
*Quality Neighborhoods for Residents*,  
is *Accessible and Easy Travel*,  
and is a place for *Enjoyable Experiences for All.*

## GOALS 2018

- Financially Sound Town Government
- 1<sup>st</sup> Class Resort and Tourist Destination
- More Livable Community for Residents
- Excellent Service through a High Performing Town Organization
- Revitalized Ocean City: Development and Redevelopment

## POLICY AGENDA 2013

### Top Priority

- Pedestrian Safety/Master Plan
- Alternative Revenue Sources
- Tax Differential
- Parking Needs Study
- Services with the County
- Canal Dredging
- Tourism Evaluation and Market Analysis

### High Priority

- Retirement/Pensions Policy
- Compensation and Benefits
- Changing Facility at Park and Ride Location
- Private Events: Inventory
- Bike Share Program: Direction
- Dedicated Bus Lane: Direction
- Five Year Capital Improvement Plan: Development
- Road Re-Surfacing Plan: Review
- Additional Parking Revenues: Direction

## MANAGEMENT AGENDA 2013

### Top Priority

- Beach Replenishment: Direction
- Citywide Five Year Financial Plan
- Dual Route 90 Bridge
- Comprehensive Plan: Update
- Election System Upgrade

### High Priority

- Police Department Organization Study
- Headquarters for Beach Patrol: Direction
- Succession Planning: Development
- Personnel Rules and Regulations
- Reward System for Top Performers

**MANAGEMENT IN PROGRESS  
2013**

Capital Improvement Budget  
Impact of Healthcare Reform  
Labor Contracts: Police Fire  
Budget with Constant Yield  
General Employees: Compensation Decision  
Police Chief: Selection  
Labor Negotiations: Police, Fire  
Web-based Building Permits and Business Licenses  
Strategic Planning: Institutionalization  
Solid Waste Amendment on Town Role: Recycling  
GIS Development Proposal  
Document Imaging  
Interim Operation Plan for Fire Station  
Downtown Land Acquisition by Town  
Sustainable Communities Plan

**MAJOR PROJECTS  
2013**

Performing Arts Building Project  
Boardwalk Project  
Airport Improvements  
Caroline Street Comfort Station  
Shower/Foot Additional  
Public Boat Ramp: Relocation, Expansion  
Performing Arts Theater Project  
Fire Station 4  
Fire Headquarters  
St. Louis Avenue Improvements

**TOWN OF OCEAN CITY  
MISSION**

The MISSION OF TOWN GOVERNMENT  
is to provide Personal Caring Municipal Services  
and to serve as a  
Responsive Host to Our Guests and Residents  
while acting in a Financially Responsible Manner  
delivered by a Professional Town Workforce.