



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

1st 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: Evaluation, Direction,
Town's Role, Actions

Alternative Revenue Sources: Identification,
Evaluation, Direction

Tax Differential: Analysis, Direction

Parking Needs Study: Evaluation, Recommendations,
Direction, Funding

Services with the County

Canal Dredging: Direction, Funding

Tourism Evaluation and Market Analysis: Direction

High Priority

Retirement/Pensions Policy

Compensation and Benefits: Policy Direction, Funding

Changing Facility at Park and Ride Location

Private Events: Inventory, ROI Analysis, Town's Role,
Policy Direction

Bike Share Program: "Best Practices", Options,
Direction, Funding

Dedicated Bus Lane: Direction, Funding

Five-Year Capital Improvement Plan: Development

Road Re-Surfacing Plan: Review, Project Priority,
Direction, Funding

Additional Parking Revenues: Report, Direction

MANAGEMENT AGENDA 2013

Top Priority

Beach Replenishment: Direction, Actions, Funding

Citywide Five-Year Financial Plan with Revenues/
Expenditures Projections

Dual Route 90 Bridge: Advocacy, Funding

Comprehensive Plan: Update

Election System Upgrade: Evaluation, Direction, Funding

High Priority

Police Department Organization Study

Headquarters for Beach Patrol: Direction, Funding

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.