



# Town of Ocean City: Strategic Plan

## VISION 2029

OCEAN CITY 2029  
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 2029  
is *Safe and Clean*, has  
*Quality Neighborhoods for Residents*,  
is *Accessible and Easy Travel*,  
and is a place for *Enjoyable Experiences for All.*

## GOALS 2019



1<sup>st</sup> Class Resort and Tourist Destination



Financially Sound Town Government



More Livable Community  
for Residents



Excellent Service through a  
High Performing Town Organization



Revitalized Ocean City:  
Development and Redevelopment

## POLICY AGENDA 2014

### Top Priority

Tourism Strategic Plan: Development  
Bayside Park Development  
Tax Differential: Resolution  
Smoking on the Beach/Boardwalk Policy  
Working Relationship with Worcester County  
Dualization of Route 90: Advocacy

### High Priority

School After Labor Day (Statewide): Advocacy  
Citywide Compensation and Benefits Study  
and Policy  
Pedestrian/Bike Safety Master Plan:  
Implementation  
Beach Playground Equipment Replacement  
November Town Election  
Ocean Plaza Mall Strategy  
Downtown "Model Block" Development  
Ambulance/EMS/Fire Response  
(West Ocean City): Analysis

### Moderate Priority

Sunset Park Master Plan and Uses  
Northside Park Building Improvements

## MANAGEMENT AGENDA 2014

### Top Priority

Planning and Zoning Evaluation  
800 MHz Radio System Replacement  
Sports Destination Marketing Program: Expansion  
9-1-1 Primary Answering Point/  
3-1-1 Non Emergency Government  
Information Center  
Information Technology Upgrade Plan

### High Priority

Caroline Outdoor Stage: Upgrades  
City Facilities Security Plan  
License Plate Recognition Program for Route 90  
Whiteside Facility Replacement  
Tall Ship Capacity  
Network Backbone Replacement  
Land Acquisition/Disposal Strategy

### Moderate Priority

June Behavior Action Plan  
Beach Events/Tournaments Expansion  
Seasonal Police Comprehensive Evaluation  
Avaya Phone System Replacement  
Town of Ocean City Equipment and  
Labor Guidelines

## MANAGEMENT IN PROGRESS 2014

Tourism Website Redesign	Special Enforcement Unit: Report
Tourism Mobile App Development	FEMA Maps: Ordinance
ROI for Private Events	TMDL: Assign Load
New Banner Program	Eagle's Landing Golf Course Irrigation
Advertising Agencies: Contract	Joint use of School Facilities
Bus Locator App: Development	Comprehensive Emergency Operations Recovery Plan
New Annual Event – “Halloween in Ocean City”	Drug Action Plan
Visitor Profile	Web based Building Permits and Business Licenses
Winterfest Pavilion: Facility and Program Event	Web Link Laserfiche Web Portal
P Card Program: Implementation	Strategic Planning: Annual Update
Pension Report (Annual)	City Properties Insurance Review
Government Accounting Standards 67 Financial Reporting for Pensions	Town Policy and Procedure Manual: Completion
Capital Improvement Budget: FY 15	Emergency Management/Town Facilities Evacuation Plan and Training
Document Archiving System: Imaging and Training	Health and Safety Manual/Training/Policy Review
Water/Wastewater Rates: Review/Adjustment Resolution	Fire Operating Standard Guidelines
Purchasing Policy and Procedure: Update	Chamber Audio Video Upgrade
Online/Payment by Phone (Bus/Parking)	Electronic Record/Laserfiche: Strategic Planning
Online Bill Payments: Utilities	Water Quality Administrative Consent Decree
Building Fee Structure: Evaluation, Direction	Parks: Evaluation and Direction
Manual on Environmental Permitting	Safety Hazard Training Program
	Road Re-Surfacing Plan: Review/Funding

## MAJOR PROJECTS 2014

Beach Replenishment	Performing Arts Theater Project
Airport Improvement: Environmental Assessment, Tree Removal	Canal Dredging Project
Boardwalk Security Cameras: Phase 2	Beach Patrol Headquarters
Performing Arts Theater Project	Eagle's Landing Golf Course: Improvements at Club House
Water Disinfection By Products Pilot Study	Public Boat Ramp: Relocation, Expansion
Downtown Water Storage Tank	Fire Station 4
Northside Park: Pier Re – Decking	Fire Headquarters Building
Tennis Center Fence	St. Louis Avenue Improvements Phase II and III
New Kayak Rental Concession	Boardwalk Fiber Optic Improvements
Skate Park Sunshade	

## TOWN GOVERNMENT 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.