

New Kent County 2008

Adopted November 12, 2008

Vision For The Future of New Kent County

New Kent County will remain a distinctive community for our citizens; celebrating our heritage, preserving our rural character and quality of life, but welcoming to visitors, business and industry.

Daily Mission Statement

Provide the citizens of New Kent County the highest quality government services in a customer-focused, competent, professional, ethical, efficient and fiscally-responsible manner.

<u>Fundamental Citizen Service</u> Public Safety, Health and Welfare		<u>Fundamental Citizen Service</u> Quality Education		
<u>Goal Statement</u> To maintain a safe, secure, healthy and compassionate community		<u>Goal Statement</u> To provide a high level of resources to support quality education in New Kent County		
<u>Path to Achievement</u> Strengthening Fiscal Resources <u>Goal Statement</u> To manage county monetary resources in a responsible manner with full and transparent accountability; to develop and recommend fiscal programs and practices which assist the implementation of the County's vision and goals.	<u>Path to Achievement</u> Community Assets & Amenities <u>Goal Statement</u> To provide public amenities and facilities, which are well-maintained, aesthetically pleasing, and complimentary to the County's environment; and offer diverse recreational opportunities.	<u>Path to Achievement</u> Employees <u>Goal Statement</u> To hire and retain qualified employees and provide them with educational opportunities which allows them to grow in their areas of responsibilities.	<u>Path to Achievement</u> Land Use Planning <u>Goal Statement</u> To maximize economic potential while minimizing environmental, visual, social, and fiscal impacts by ensuring land development occurs in accordance with Comprehensive Plan.	<u>Path to Achievement</u> Economic Development & Tourism <u>Goal Statement</u> To support existing businesses and promote high quality economic growth in accordance with the Comprehensive Plan. To actively promote tourism opportunities utilizing our historic and natural resources, and tourism venues.

Values

Citizens – We value the opinions and perspectives of our citizens.

Quality of Life – We are committed to balanced growth that protects the environment, preserves our rural integrity, yet increases the tax base.

Employees – County employees are the touch point between the citizens and their government. We respect our employees' dedication, encourage their initiative, and will support their service to the public.

Continuous Improvement – We embrace change, creativity, and new initiatives that enhance our services.

Leadership and Professionalism- We strive to fulfill our responsibilities in a positive, professional, ethical and respectful manner, always committed to putting the good of the County first.