

INITIATIVE A: PROMOTE COMMUNITY AND ECONOMIC WELL-BEING.

Capitalize on Middleburg's location, heritage, mix of assets and natural environment to strengthen the community and economic well-being of citizens and businesses.

ACTION AGENDA:

1. Craft and adopt a Business and Economic Development strategy for Middleburg with a specific focus on attracting new businesses, sustaining existing businesses, and enhancing the role tourism plays in Middleburg.
2. Develop a Middleburg "brand" that is distinctive, authentic and conveys a positive image/message for the town.
3. Conduct a study to determine parking needs in downtown Middleburg.
4. Implement the wayfinding signage program for Middleburg.
5. Support local businesses and entrepreneurs by establishing a Middleburg business appreciation and expansion program.
6. Create a strategy/policy that will address land development practices along Middleburg's gateways.
7. Develop strategies that will assist in attracting new residents to Middleburg.