



Town of Oriental Strategic Plan Resolution 2026-12

Mission Statement

The Town of Oriental is committed to preserving our coastal heritage, fostering a welcoming and vibrant community, protecting our natural environment, and providing responsive, transparent, and fiscally responsible local government for residents, businesses, and visitors.

Vision Statement

To sustain and enhance Oriental's identity as a thriving coastal town by balancing tradition and progress, stewardship and growth, and community values and public service.

Values Statement

As residents of Oriental, we share a deep connection to our town, our neighbors, and the waters that shape our way of life. Together we value:

Neighborliness & Community

We look out for one another, welcome newcomers, and cultivate a sense of belonging that makes Oriental feel like home

Respect for our Heritage

We honor the traditions, history and maritime character that define our town, while supporting thoughtful evolution for future generations

Care for Our Environment

WE cherish and protect our rivers, creeks, wildlife and coastal landscape, recognizing that our natural surroundings are central to our identity and quality of life

Participation & Civic Pride

We believe a strong community is built through involvement, open communication, volunteerism, and mutual respect.

Balance & Sustainability

We support responsible decisions that sustain Oriental's charm, livability and economic vitality without compromising what makes our town special

Resilience & Responsibility

We embrace preparedness, adaptability, and shared responsibility to ensure Oriental remains a safe and thriving community.

Together, we commit to preserving the spirit of Oriental – a town defined not only by its setting but by the people who call it home

Strategic Plan Focus Areas, Objectives and Initiatives

Town of Oriental – Coastal Imagery



TOWN OF ORIENTAL

Strategic Plan






MISSION STATEMENT

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VISION STATEMENT

To sustain and enhance Oriental's identity as a thriving coastal town by balancing tradition and progress, stewardship and growth, and community values and public service.

VALUES STATEMENT

As residents of Oriental, we share a deep connection to our town, our neighbors, and the waters that shape our way of life. Together we value:

- Neighborhoodness & Community**
We look out for one another, welcome newcomers, and cultivate a sense of belonging that binds Oriental together.
- Respect for our Heritage**
We honor the traditions, history and maritime character that define our town, while embracing thoughtful evolution for future generations.
- Care for Our Environment**
We cherish and protect our towns, creeks, wetlands and coastal landscape, recognizing that our natural surroundings are central to our identity and quality of life.
- Participation & Civic Pride**
We believe a strong community is built through ownership, open communication, involvement, and mutual respect.
- Balance & Sustainability**
We support responsible decisions that sustain Oriental's charm, livability and economic vitality without compromising what makes our town special.
- Resilience & Responsibility**
We embrace a progressive, adaptable, and shared responsibility to ensure Oriental remains a safe and thriving community.

Together, we commit to preserving the spirit of Oriental - a town defined not only by its setting but by the people who call it home.

STRATEGIC PLAN FOCUS AREAS, OBJECTIVES AND INITIATIVES			
FOCUS AREA	OBJECTIVE	INITIATIVE	
Safe, Vibrant & Healthy Community  Timeline: 2026-27	Support our active lifestyles for our residents by providing vital Parks & Recreational opportunities and resources public safety services	- Conduct public workshops to identify current parks & recreational programs and facilities not currently offered, along with estimated costs - Evaluate our public safety staffing and facility needs	
	Be prepared for emergency preparedness situations through maintenance of plans that are up-to-date and well publicized	- Utilize existing State and other resources to develop or update a formal Emergency Management Plan for the town that covers both natural and other disasters that the town is vulnerable to - Develop a communications strategy that includes both regular outreach to citizens and businesses on emergency plans, and, during emergencies, can quickly contact all persons and provide ongoing updates - Investigate MISO's MISOs with neighboring communities for mutual assistance	
Safe, Reliable & Sustainable Utility Services, Water and Sewer Systems  Timeline: 2026-29	Provide ongoing maintenance of system infrastructure through rehabilitation and replacement of capital assets based on regular assessments of their condition	- Maintain an asset management system plan and research potential funding sources for infrastructure improvements - Periodically inspect and evaluate facilities to support capital and maintenance planning - Form an Infrastructure Committee	Timeline: 2026-29 Timeline: 2027-28
	Ensure that the utility complies with all regulatory standards and meet or exceeds environmental and regulatory requirements	- Regularly communicate updates on system compliance to customers and provide opportunities for feedback on future plans for the system in maintaining or correcting compliance issues - Maintain updated documentation of Emergency Response Plans, including regional coordination and mutual assistance agreements - Ensure that all system improvements meet or surpass environmental and regulatory requirements and incorporate sustainable practices	Timeline: 2026-27 Timeline: 2026-27 Timeline: 2026-27
Economic & Community Development, Tourism & Cultural Resources  Timeline: 2025-28	Promote the unique character of the community (i.e. natural resources, retirement or resort destination, historical background) to attract business growth	- Inventory all community assets and evaluate how they could be further utilized to attract economic development for our town - Improve marketing and web-site illustrations of "What Makes Our Town" a unique place to live and work - Incorporate advertisement, signage, website promotion and unique branding to boost the marketable qualities that our town has to offer to visitors - Visually communicate the town's major tourism assets through key marketing channels and social media - Establish a local business association	Timeline: 2027-28 Timeline: 2026-27 Timeline: 2026-27 Timeline: 2026-27 Timeline: 2026-27
Connected, Engaged and Diverse Community  Timeline: 2026-27	Enhance current communication methods to provide regular information on services and activities in our community	- Explore expanded communication methodologies to include phone alerts to improve communication to residents - Refresh the town's web site to include, on the home page, current town news highlights and a regularly updated calendar of events	Timeline: 2026-27 Timeline: 2026-27
	Engage residents, business owners and other stakeholders in developing a vision for the town's future	- Establish a visiting council committee as the sponsor and organizer of a visiting effort - Widely communicate and publicize a shared vision in carrying out town programs and in building support for decisions and actions of the town	Timeline: 2026-27 Timeline: 2026-27








Our Town. Our Home. Our Future



Adopted 10/13/26

Sally T. Belangia, Mayor

Diane H. Miller, Clerk to the Board