

Town of Oriental

Strategic Plan

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.

Or

Preserving heritage, protecting our waters, and serving our community with integrity.

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:

Neighborhood & 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

Focus Area	Objective	Initiative
Safe, Vibrant & Healthy Community Timeline: 2026-27	Support an active lifestyle for our residents by providing vital Parks & Recreational opportunities, and responsive public safety services	Conduct public workshops to identify desired 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 MOUs/MOAs with neighboring communities for mutual assistance
Economic Development & Tourism & Cultural Resources	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 Timeline: 2027-28
		Improve marketing and web-site illustrations of "What Makes Our Town" a unique place to live and work Timeline: 2026-27

		Incorporate advertisement, signage, website promotion and unique branding to boost the marketable qualities that our town has to offer to visitors Timeline: 2026-27
Focus Area	Objective	Initiative
		Visually communicate the town's major tourism assets through key marketing channels and social media Timeline: 2026-27
		Establish a local business association Timeline: 2026-27
Safe, Reliable & Sustainable Utility Services, Water and Sewer Systems	Provide ongoing maintenance of system infrastructure through rehabilitation and replacement of capital assets based on regular assessments of their condition	Develop an asset management system plan and research potential funding sources for infrastructure improvements Timeline: 2028-29
		Periodically inspect and evaluate facilities to support capital and maintenance planning Timeline: 2028-29
		Form an Infrastructure Committee Timeline: 2027-28
	Ensure that the utility complies with all regulatory standards and minimizes environmental impacts	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 Timeline: 2026-27

		Maintain updated documentation of Emergency Response Plans, including regional coordination and mutual assistance agreements Timeline: 2026-27
		Ensure that all system improvements meet or surpass environmental and regulatory requirements and incorporate sustainable practices Timeline: 2026-27

Focus Area	Objective	Initiative
Connected, Engaged and Diverse Community	Enhance current communication methods to provide regular information on services and activities in our community	Develop or improve a town newsletter that is regularly distributed on-line as well as in printed form at key town posting sites, such as libraries, community and senior centers, and at Town Hall Timeline: 2026-27
		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
	Engage residents, business owners and other stakeholders in developing a vision for the town's future	Establish a visioning central committee as the sponsor and organizer of a visioning effort Timeline: 2026-27
		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