



HARRISONBURG **IVA**
FRIENDLY BY NATURE

HARRISONBURG 2043

ADOPTED COUNCIL VISION 2023

WE ARE THE CAPITAL OF THE SHENANDOAH VALLEY

**WE PROVIDE A QUALITY URBAN LIVING OPTION FOR
EVERYONE WHO WANTS TO RESIDE HERE**

**OUR DIVERSE POPULATION THRIVES IN A WELCOMING CITY
WHERE ALL ARE VALUED AS FRIENDS AND NEIGHBORS**

**OUR INCLUSIVENESS IS OUR STRENGTH AND REFLECTS
THE TRUE SPIRIT OF OUR CITY**

**THE PILLARS OF OUR MULTICULTURAL, MULTI-ETHNIC,
AND MULTI-GENERATIONAL CITY CONSIST OF A ROBUST
ECONOMY AND A VIBRANT EDUCATION EPICENTER,
ALONG WITH A BROAD RANGE OF AMENITIES AND A
BEAUTIFUL NATURAL ENVIRONMENT THAT ENRICH LIFE**

**THIS IS MADE POSSIBLE BY THE FISCALLY SOUND
PLANNING OF OUR STAFF AND ELECTED LEADERS**

**BOLD THINKING, COMMUNITY INPUT, AND
BEST PRACTICES LEAD THE CITY TO CONSIDER NEW
PATHS AND STRUCTURES THAT HAVE LED TO OUR
RECOGNITION AS A MODEL LOCALITY**



HARRISONBURG 2043

OUR ATTENTION TO THESE FOCUS AREAS ASSURES THIS FUTURE . . .



A CITY FOR ALL

WE ARE A HARMONIOUS, CARING, WELCOMING CITY WHERE DIFFERENCES ARE EMBRACED, CELEBRATED, AND ACCOMMODATED. RECOGNIZING HARRISONBURG'S DIVERSITY, OUR SUPPORT SYSTEMS ASSURE THAT ANY COMMUNITY MEMBER HAS ACCESS TO CITY SERVICES. WE ARE A CITY THAT ALLOWS ALL PEOPLE TO FEEL SAFE, VALUED, AND HAVE ABUNDANT OPPORTUNITY. WE CONTINUOUSLY OVERCOME BARRIERS TO PROGRESS AND BOLDLY ADDRESS INEQUITIES.



ECONOMIC DEVELOPMENT: GOALS, GAINS, AND GROWTH

HARRISONBURG IS THE ECONOMIC CAPITAL OF THE SHENANDOAH VALLEY. WE ARE THE REGIONAL DESTINATION FOR EDUCATION, SHOPPING, DINING AND ENTERTAINMENT. OUR ECONOMIC DEVELOPMENT PARTNERSHIPS HAVE RESULTED IN THRIVING TECHNOLOGY ZONES, HIGHER WAGE JOBS, AND A VIBRANT NORTH END GATEWAY. LOCAL ECONOMIC ACTIVITY IS ROBUST THROUGHOUT THE CITY AND IS EASILY ACCESSIBLE. OUR ECONOMIC DEVELOPMENT STRATEGIES CONTINUE TO GROW EXISTING BUSINESSES, ENCOURAGE ENTREPRENEURSHIP, AND ATTRACT NEW OPPORTUNITIES.



A THRIVING EDUCATIONAL EPICENTER

HARRISONBURG HAS AN EXCEPTIONAL PUBLIC EDUCATION SYSTEM. OUR SCHOOLS ARE AWARD WINNING AND NATIONALLY RECOGNIZED. OUR INVESTMENT IN EDUCATION ATTRACTS FAMILIES AND ENGAGED LEADERS, AND DEVELOPS ENTREPRENEURS AND FORWARD THINKING BUSINESSES THAT CONTRIBUTE TO OUR COMMUNITY. THE CITY IS A PARTNER IN ENSURING THAT EARLY CHILDHOOD EDUCATION IS UNIVERSALLY AVAILABLE FOR ALL CHILDREN. CITY SCHOOL GRADUATES ARE SKILLED AND QUALIFIED INDIVIDUALS WHO ARE COLLEGE, CAREER, AND LIFE READY. MOREOVER, AS THE HOME OF TWO INSTITUTIONS OF HIGHER LEARNING, AND IN PARTNERSHIP WITH OUR REGIONAL COMMUNITY COLLEGE, THE CITY IS A HUB OF INNOVATION, TECHNOLOGY, AND WORKFORCE DEVELOPMENT.



AVAILABLE HOUSING FOR ALL

HARRISONBURG IS AT THE FOREFRONT IN DEVELOPING A COMPREHENSIVE APPROACH TO MEETING A SPECTRUM OF HOUSING NEEDS THROUGH INNOVATIVE PLANNING AND EFFECTIVE PARTNERSHIPS. THE CITY HAS LOGISTICALLY INTEGRATED HIGH QUALITY AFFORDABLE HOUSING THROUGHOUT ITS NEIGHBORHOODS. AS A RESULT, HARRISONBURG'S NEIGHBORHOODS REFLECT ITS DIVERSE AND UNIQUE CHARACTER. CREATIVE LAND USE PLANNING HAS PERMITTED FLEXIBLE REDEVELOPMENT OF OUR RESIDENTIAL AREAS. SUPPORT AND SERVICES ARE AVAILABLE FOR PEOPLE EXPERIENCING HOUSING INSECURITY SO THEY CAN REMAIN SAFELY AND SECURELY HOUSED. MOREOVER, THE CITY HAS ACHIEVED THESE GOALS WHILE MAINTAINING A STRONG AND SUSTAINABLE TAX BASE.



COMMUNITY RESILIENCY AND THE NATURAL ENVIRONMENT

HARRISONBURG IS A COMMUNITY WITH EXTRAORDINARY BEAUTY AND AN ABUNDANCE OF NATURAL ASSETS. WE PRIORITIZE PROTECTION OF THESE NATURAL ASSETS - AIR, STREAMS, MOUNTAINS, TREES, AND OPEN SPACE - CRITICAL TO MAINTAINING OUR QUALITY OF LIFE AND VIBRANT ECONOMY. WE ARE A RESILIENT COMMUNITY PREPARED TO FACE NUMEROUS CURRENT AND FUTURE CHALLENGES SUCH AS FLOODING, EXTREME FLUCTUATION IN WEATHER, AGING INFRASTRUCTURE, NEW ENERGY TECHNOLOGIES, AND WATER SUPPLY AS DEMANDS INCREASE. WITH OUR PARTNERS, WE ARE EFFECTIVELY REDUCING AND RESPONDING TO CLIMATE CHANGE IMPACTS, ESPECIALLY AS THEY IMPACT HISTORICALLY DISADVANTAGED COMMUNITIES. INVESTMENTS IN SUSTAINABLE ASSETS AND INFRASTRUCTURE HAVE ESTABLISHED A STRONG FOUNDATION FOR THE FUTURE.



DISTINCTIVE, RELIABLE DELIVERY OF HIGH QUALITY CITY SERVICES

HARRISONBURG PRIDES ITSELF ON HIGH QUALITY SERVICE PROVISION. THE CITY IS CLEAN, SAFE, AND HAS ABUNDANT AND DIVERSE RECREATIONAL OPPORTUNITIES. TRAVELING THROUGH THE CITY IS PLEASANT AND EASY, WHETHER BY CAR, BIKE, FOOT, OR TRANSIT BUS. OUR HIGHLY ENGAGED COMMUNITY MEMBERS KNOW THE CITY IS RESPONSIVE TO THEIR CONCERNS. INNOVATION IN SERVICE DELIVERY IS ENCOURAGED AND OTHER COMMUNITIES TURN TO HARRISONBURG AS A CENTER FOR BEST PRACTICES. THE CITY GOVERNMENT ATTRACTS AND RETAINS TALENTED PUBLIC SERVANTS DUE TO ITS REPUTATION FOR BEING WELL-MANAGED AND AS A GREAT EMPLOYER.



FISCAL RESPONSIBILITY AND PLANNING

WE ARE A CITY WITH A LONG-TERM COMMITMENT TO MEETING DEMANDS FOR INCREASED SERVICE WHILE MAINTAINING HIGH STANDARDS. THE CITY IS FINANCIALLY SECURE WITH THE HIGHEST BOND RATING AND A HEALTHY FUND BALANCE. THE CITY BALANCES ITS GROWTH THROUGH THOROUGH EVALUATION OF FUTURE NEEDS AND THOUGHTFUL PLANNING. THERE IS RECOGNITION OF THE NEED FOR CAREFUL FINANCIAL MANAGEMENT, WHILE ALSO PRIORITIZING INVESTMENT IN ESSENTIAL OPERATIONAL AND CAPITAL PROGRAMS TO LEAD US TOWARD A MORE PROGRESSIVE FUTURE.

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