

Mission:

Create a high level of resident satisfaction by focusing on a beautiful, friendly, safe, well-managed waterfront community.

Vision:

To be a premier gulf coast, residential community by creating a high level of resident satisfaction, ultimately increasing the demand for living in Belleair Beach and subsequently increasing property values.

<p><u>PUBLIC SAFETY & HEALTH</u> GOAL 1: Provide a safe and healthy environment for our residents.</p>	<p><u>TAX DOLLAR VALUE</u> GOAL 2: Deliver the best value for the taxpayer dollar. Prioritize and manage based on "targeted outcomes".</p>	<p><u>COMMUNICATION & COMMUNITY</u> GOAL 3: Credible, timmely, and transparant information and feedback between the city and residents. Engender "Pride of Community".</p>	<p><u>AESTHETICS</u> GOAL 4: Create a vibrant, well---planned, well---maintained appearance for the city that denotes our sense of "community" and our quality of life.</p>	<p><u>BEACH & WATERFRONT</u> GOAL 5: Preserve and protect our city's natural beach and waterfront environments.</p>
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