

# ENVISION LOUDOUN VISION AND GOALS

## 1. Updated Vision and Goals

### Updated Vision Statement

Loudoun County continues to flourish as a prosperous and inclusive community with a well-deserved reputation for great places, natural and built as well as historic and new, in a variety of settings. The County will foster economic innovation, fiscal strength, and sustainability.

### Updated Goals

#### **Shape: Make a great place**

Well-designed places providing a full spectrum of housing and employment options linked to supporting commercial, entertainment, educational, agricultural, and recreation activity.

#### **Compete: Be an economic force**

An attractive economic environment that builds on existing strengths and fosters new, innovative and diverse business opportunities.

#### **Connect: Bring people & places together**

Efficient infrastructure networks that safely connect people to places within the community, to the region, and to the world.

#### **Sustain: Strengthen natural and historic assets**

A well-functioning system of green infrastructure preserving- natural beauty, open spaces, and cultural assets to include agricultural land, natural, scenic and historic resources.

#### **Support: Enhance quality of life**

A community of diverse individuals united together to ensure that all residents enjoy a high quality of life through vibrant, fulfilling and healthy active lifestyles, celebrating all that is unique to the county.