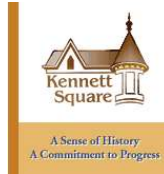


Borough of Kennett Square Strategic Plan Overview June 2010

<p>5-10 YEAR VISION STATEMENT</p> <p>The Borough of Kennett Square will be the center of activity for businesses and individuals visiting, living and working in Southern Chester County. Growth through responsible development will result in improved quality of life for the borough's diverse population. A planned focus on building a green community through strategic partnerships will ensure long term sustainability.</p>	<p>CRITICAL SUCCESS FACTORS</p> <ul style="list-style-type: none">• Finance• Land Use and Planning and Implementation• Effective Government• Partnerships• Marketing
<p>2-5 YEAR MISSION STATEMENT</p> <p>The Borough of Kennett Square will guide responsible growth and projects to create a stable financial base. We will continue to support and advance the community via the neighborhoods, businesses, restaurants and events which enhance our quality of life in a safe and attractive environment. The Council and staff will communicate the Borough of Kennett Square's vision to the community.</p>	<p>CORE VALUES</p> <ul style="list-style-type: none">• Accountability• Equal opportunity• Professionalism• Public safety• Quality of life• Responsible Growth• Teamwork• Transparency



Borough of Kennett Square Strategic Plan Overview June 2010

Finance – 2 Year

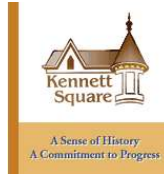
- Implement strategic budgeting by 2012
- Begin funding the capital improvement plan by 2012
- Research and implement grants annually
- Update financial policies and procedures annually

Finance - 5 Year

- Increase revenue streams annually
- Draft a deferred maintenance plan by 2015
- Implement a new financial software system by 2015

Finance – 10 Year

- The Borough will be fiscally sound by 2020
- The Borough's tax base will grow annually
- Construct new public facilities by 2020



Borough of Kennett Square Strategic Plan Overview June 2010

Land Use and Planning and Implementation – 2 Year

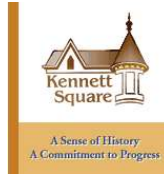
- Within the next six months Council will consider a resolution imposing a fee to support the parking fund
- Council will decide on a location, a plan and financing for a new public works garage by 2012
- Council will make a decision on whether to adopt form based zoning within the next 12 months
- Review the Historical Commission and Architectural Review Board and redistribute their responsibilities to best serve the Borough by 2010
- Within 2 years Council will implement a street tree replacement program

Land Use and Planning and Implementation – 5 Year

- Have a walkable community in 5 years
- Support the Gateway project annually
- Support and encourage full occupancy of real estate on an annual basis

Land Use and Planning and Implementation – 10 Year

- Implement a plan for a green community by 2015
- Provide opportunities for affordable housing and support business opportunities annually



Borough of Kennett Square Strategic Plan Overview June 2010

Effective Government – 2 Year

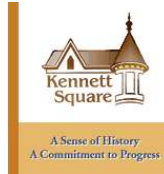
- Annually evaluate staff and their benefits and pay
- The Borough will welcome and encourage civic participation regardless of age, class, gender, race or sexual orientation by 2010
- Develop annual needs assessment for staffing by 12/2011

Effective Government – 5 Year

- Implement a plan to fast track ready projects by 2013
- Develop a system to identify special needs for vulnerable residents
- By 2012 the Borough will make available details on projects and decision making

Effective Government – 10 Year

- Encourage the level of civic participation of diverse populations by 2020



Borough of Kennett Square Strategic Plan Overview June 2010

Partnerships – 2 Year

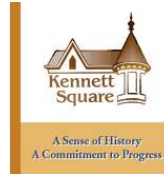
- Quarterly meetings with municipalities 7/2010
- C.C.E.D.C. - set up bi-annual meetings to share specific goals 9/2010
- Explore public safety with regional/contract police by 1/2011
- Expand and sell sewer services by 1/2011
- Consider public transit opportunities by 8/2011

Partnerships – 5 Year

- Work with regional partners (municipalities)
- Implement regional/contract police department by 1/2013

Partnerships – 10 Year

- Maintain relationships with regional partners



Borough of Kennett Square Strategic Plan Overview June 2010

Marketing – 2 Year

- Promote vision of Borough by 10/2010

Marketing – 5 Year

- Expand retail district from Walnut St. to Mill Rd. by 12/2015
- Expand promotion of Arts, Culture and Events (w / HKS) by 10/2011

Marketing – 10 Year

- "Hub" of S.C.C. by 12/2020