

## Letter from the Mayor

July 15, 2019



Dear Citizens of Smithfield:

I hope you are enjoying your summer thus far! Attached is the Vision for the Town of Smithfield that Town Council developed in March over a three day planning retreat. This Vision Statement was developed in the context of thinking about the Town of Smithfield in its most ideal state twenty (20) years from now (2039). Town Council worked very hard in putting this Vision Statement together and takes pride in sharing this Vision with you.

Town Council has identified seven core areas to communicate this Vision to you and serve as a guideline for future town councils. Those seven core areas are as follows:

- Economic Development
- Managed Growth and Beauty
- Historic Preservation
- Cultural Amenities
- Community Pride and Inclusion
- Public Service and Infrastructure
- Stewardship and Governance

From these core areas, Town Council identified 31 priorities to work towards the next three years. The Town Manager and his staff are in the process of discussing those priorities and preparing an implementation plan. Those priorities will also be shared with the public in the near future.

Town Council and staff look forward to moving the Town forward in a positive direction based on our collective Vision and identified priorities. Thank you for your support in making this a great Town and community!

A handwritten signature in black ink that reads "T. Carter Williams". The signature is written in a cursive, flowing style.

T. Carter Williams  
Mayor, Town of Smithfield

# Smithfield Town Council Vision

Adopted May 7, 2019

Smithfield is a charming, Colonial-era seaport town on the banks of the Pagan River in Coastal Virginia. Although those salt-cured, world-famous hams bearing our name put us on the map, that's just one enticing taste of all Smithfield offers.

Many of our town's historical storefronts and homes, along with our turn-of-the-century Main Street, have been preserved. When you visit Smithfield's quaint downtown, you will find a thriving community of shops, boutiques and restaurants anchored by a Fortune 200 company.

Smithfield is a safe, friendly town, a place where folks wave or chat with passersby and shopkeepers are genuinely interested in pleasing their customers. While our community is rural, we are just 20 minutes from metropolitan areas that offer big box retailers, large hospitals and other services needed by residents.

Don't let the size of our community fool you. We are a progressive small town and home to a multitude of cultural, historical and recreational quality-of-life amenities. Our 200-acre Windsor Castle Park sits squarely in the middle of town and offers walking trails, boutique festivals, kayaking, bird watching and many other recreational activities. Tourism is one of our most lucrative industries and our hotels and myriad restaurants cater to our guests' needs. With a museum and several galleries in our downtown, our arts community is diverse and thriving.

There is a special sense of community and volunteerism in Smithfield. Citizens have a genuine interest in people, evident by our many active civic groups and their community projects. Putting people first is an overriding theme from everyone – residents, elected officials and town staff – in our town.

The Town of Smithfield has a vision for the future – a vision that celebrates our past, expresses excitement about our future, and maintains a balance that keeps citizens involved in the successes of our unique community.

*We have identified seven core areas to communicate this vision to our citizenry and serve as a guideline for future town councils. They are as follows:*



## Managed Growth and Beauty

No matter which way you enter Smithfield, all roads lead you to a place of incomparable natural beauty. This well-preserved historic Colonial seaport exudes a charm like no other. It is clear that Smithfield's historic district was well-thought out in its conception and that those that have followed maintain that vision. Today's upscale restaurants and modern shopping opportunities present a desirable community enhanced by the surrounding rivers, marshes, and forests that complement well-thought out residential and commercial districts. Recreational facilities and opportunities abound and are easily accessed by its citizens and multitudes of visitors.



## Economic Development

Welcome to the Ham Capital of the world. We are the home and namesake of the world's largest pork producer. However, you do not have to be a Fortune 200 company to thrive and succeed in this charming town. Smithfield is a community that is open for business and welcomes entrepreneurs with open arms. Not only do we want you here, but the Town of Smithfield will do everything within its power to help you be successful in your endeavors. Smithfield is not only a friendly place, but a place friendly to business. The Town and its staff members are committed to maintaining a climate conducive to success.

Just look around and you will see why tourists flock to Smithfield. From activity-based tourism to shopping and world class boutique festivals, Smithfield offers a little something for everyone. If you think you can add to this experience, we encourage you to make your dream a reality in Smithfield.



## Historic Preservation

Smithfield is a real place that has evolved as our country has evolved and developed. A visitor walking the streets of Smithfield can see the history of America reflected in the architecture of its homes and shops. From its early Colonial days through the Federal period, the Victorian age, and turn of the century, there are pristine examples of structures which best represent these periods.

This eclectic mix of style gives Smithfield a charisma and feel of a genuine small Southern town. It is abundantly clear that its citizens revere and treasure these architectural gems. There are countless examples of the Town of Smithfield's commitment to history. From the restoration of Windsor Castle, the home of the Town's founder, Arthur Smith, to the 1750 Courthouse, to the Schoolhouse Museum, history is not lost but preserved for all to see.



## Cultural Amenities

Smithfield is committed to protecting and preserving its natural setting, well maintained parks, and scenic vistas. Parents feel free to have their children ride their bikes everywhere. We are proud of our bikeways and walkways that provide connectivity throughout the town. We host a broad assortment of recreational activities for citizens of every age. Our world class sporting venue with state of the art athletic fields attracts athletes from all over the state. Our cultural experience is heightened by the wide variety of events and programs offered. Whether your interests lie in the arts, music, or theater, Smithfield embraces them all



## Community Pride and Inclusion

The true spirit of Smithfield lies in its dedicated citizens who give freely of their time and resources for the betterment of the entire community. These engaged, caring citizens appreciate Smithfield's unique identity and shared sense of community. Our dynamic town is held in high regard by many because of our ability to recognize ideas and beliefs held by our diverse community. All citizens feel included and are proud to say, "I live in Smithfield!"



## Public Service and Infrastructure

The Town of Smithfield is a progressive community strengthened by the efficient and effective delivery of public services and highlighted by our accredited police and public works departments. The Town staff provides exceptional customer service and utilizes modern user-friendly processes to enhance the experience of our residents, visitors, and businesses. Our public facilities, roads, and water and sewer infrastructure are well planned and adequately addresses the present and future needs of the Town. Town Council recognizes the contributions of its skilled and knowledgeable employees through competitive salaries and benefits.



## Stewardship and Governance

The Town of Smithfield has a highly functioning governance structure operating under the Council-Manager form of government. Town Council's agenda setting and policy-making process reflects a high degree of efficiency and effectiveness. The Town prides itself on financial stewardship through responsible financial policies and procedures. Staff members work with the Town's financial advisor to develop long term fiscal strategies and plans to support identified capital projects and needs. Revenues adequately support the current and future service and infrastructure needs of the Town. With the help of our corporate citizens, the Town continues to provide well-planned and vibrant quality of life amenities for our residents and visitors.