



Town of Leland

2030 Strategic Plan



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Message from the Mayor

On behalf of the Town Council and the dedicated staff who work diligently to serve our community, I want to express my gratitude to the residents of Leland for your input and continued support as we look ahead to 2030. Our Town has a bright future, and this Strategic Plan is a pivotal step in shaping a shared vision for Leland that builds upon our strengths and focuses on future opportunities.

This Strategic Plan is not just a document, it is a roadmap that sets the course for where we want to go as a community. With the thoughtful guidance of the Town Council at public meetings and through extensive collaboration with staff, we have developed this Plan to reflect our community's priorities, particularly in areas such as public safety, infrastructure, and transparency. Resident input, sought from public meetings and a digital survey, was a key driver in identifying and prioritizing these focus areas and in shaping our vision for the future.

The Town Council carefully considered both our past achievements and the challenges that lie ahead. We conducted an environmental scan to identify key opportunities, engaged in thoughtful discussion during public meetings about the alignment of our plans with best practices, and worked closely with staff to ensure our priorities are clear and actionable. We are proud to reinforce Leland's strengths in engagement and excellence, and we recognize that improving communication and accessibility will only further enhance our community.

The vision and mission statements outlined in this Plan are meant to reflect not just the work we do, but why we do it, ensuring our efforts align with the values and aspirations of the people we serve. This Plan is designed to promote organizational excellence and to guarantee our policies and initiatives support and strengthen all other guiding plans and documents for the Town.

I encourage you to view this Strategic Plan as a living document, one that will require our ongoing dedication and effort to bring to life. As we implement these goals and priorities, I am confident the collaboration among our Town Council, staff, and residents will continue to make Leland a wonderful place for everyone. Thank you for being part of this exciting journey. We look forward to the positive changes and successes that lie ahead as we work together to create a bright future for Leland.

Yours in Service,



Brenda Bozeman
Mayor, Town of Leland



Meet Your Town Council



Brenda Bozeman
Mayor



Bob Campbell
Mayor Pro Tem



Veronica Carter
Council Member



Richard Holloman
Council Member



Bill McHugh
Council Member

Where and when does the Town Council meet?

Leland Town Hall
102 Town Hall Drive
Leland, NC 28451

The Town Council meets the third Thursday of every month at 6 p.m. at the Leland Town Hall Council Chambers.

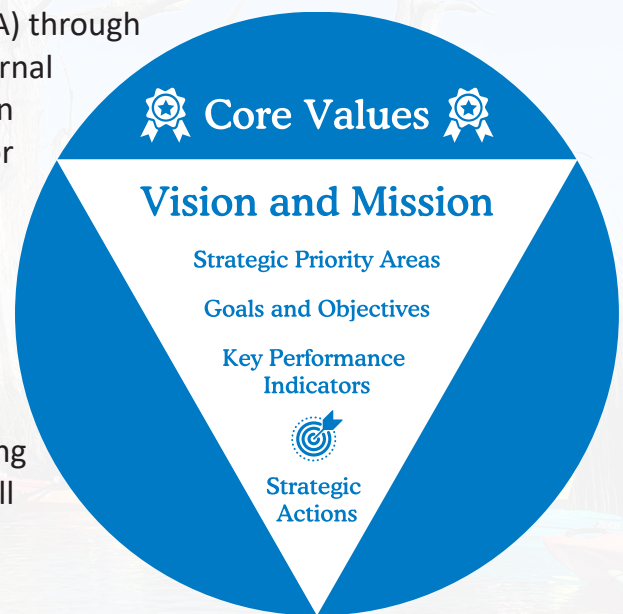
Purpose

A strategic plan is a roadmap to obtain a more certain future. It is comprised of an overarching vision, defined priorities, supporting goals, and specific actions. Strategic planning provides clear direction for the community, including current and prospective residents and businesses, and for the Town government, by laying out an actionable agenda over a specific planning horizon. The plan also fosters a culture of informed decision-making for all stakeholders.

The central purpose in creating this 2030 Strategic Plan was to provide Leland with a tool that can be used by elected officials and staff to align goal setting, create a framework for the allocation of resources, and focus efforts on those things that will meet the vision of the Town. The planning horizon for this Strategic Plan is five years. The Plan will also be used to inform the citizenry and become the standard to which the Town can compare attainable metrics.

Strategic Framework

After setting the vision, mission, and affirming the core values for the Town, the Council identified five Strategic Priority Areas (SPA) through an analysis of the organization's internal and external environment. A SPA is a 5-year critical focus within an organization's strategic plan that is essential for achieving its vision, mission, and long-term goals. These SPAs span across multiple departments and strategic goals and represent a high priority domain that requires targeted efforts, resource allocation, and specific actions to drive organizational success and sustain competitive advantage. They serve as the foundation for setting goals and objectives, ensuring alignment across all levels of the organization.



Each SPA then identifies the following:

- Goal – a broad statement about what we intend to achieve
- Objective – identifies how we will achieve our goal
- Key Performance Indicator (KPI) – data staff will develop following adoption of the plan to measure and report achievement of our objectives
- Strategic Initiative – a specific project with 12-month to 18-month deliverables and a defined action plan. This is a major organizational lift in terms of time, impact, and allocation of resources.



Vision

To make the goals of the Strategic Plan a reality, the Town's Vision, Mission, and Core Values were reevaluated to ensure alignment between Council and staff.

A local government Vision statement is a concise and aspirational expression that outlines the future state or desired outcomes for a community as envisioned by its Governing Body. This statement typically reflects the long-term goals, values, and aspirations the local government aims to achieve in collaboration with its residents, businesses, and other stakeholders.

A Vision statement serves as a guiding beacon, providing a sense of direction and purpose for the community's growth and development. Council developed a list of themes that residents prioritized, which allowed Council and staff to create the following Vision statement that depicts the future aspirations for the Town:

Leland is a vibrant, safe, inviting, and resilient Town with exceptional services that support a diverse community.

Mission

A Mission statement outlines all the things the Town is doing in the present, and will do in the future, to reach our goals and should answer the following key questions:

- Who are we?
- What is our purpose?
- Who do we serve?
- What makes us unique?

As with the Vision statement, Council developed a list of themes that staff used to create the following Mission statement that defines our role in pursuing the Vision:

We serve our community with ethics, integrity, and transparency while providing efficient, effective, and fiscally responsible municipal services through a commitment to excellence and our core values.



Core Values

Core Values describe how we operate and what we rely upon internally to make decisions, as they identify principles and ethics that drive the organization's actions and behaviors. Core Values ultimately shape the organizational culture and decision-making process.

Council discussed and affirmed the existing Core Values continue to resonate as the type of behaviors expected of both Council and staff to move forward as a successful organization and therefore remain unchanged.

 **Communication**

 **Engagement**

 **Service Excellence**

 **Respect**

 **Supportive Work Environment**



As depicted in our servant leadership tree, servant leadership is the centerpiece of our culture, with the Core Values of respect, communication, engagement, supportive work environment, and service excellence.

Strategic Priority Areas



Safe Community

The Town of Leland seeks to foster a community where every resident feels safe and secure by implementing proactive measures, enhancing public safety services, and promoting community engagement. Our commitment is to create an environment where individuals, families, and businesses thrive in peace, free from crime and hazards, with accessible resources and a responsive, transparent governance structure that ensures the well-being of all.



Resilient, High-Quality Infrastructure and Environment

The Town of Leland is committed to enhancing mobility, interconnectivity, and walkability by improving road conditions, expanding sidewalks, and increasing multi-use pathways. We aim to provide resilient stormwater management and a flood risk mitigation system to safeguard residents and businesses. Additionally, we are dedicated to protecting and enhancing the Town's natural environment by preserving green spaces, open areas, water access, and conservation lands for the enjoyment of current and future generations.



Communication and Engagement

The Town of Leland aims to enhance public engagement and trust by increasing participation in Town activities, improving transparency, strengthening social media presence, and elevating customer service satisfaction. Internally, the focus is on better communication and collaboration among departments. Externally, the Town seeks to promote its achievements and services, ensure effective crisis communication, and foster positive relationships with other government entities. Additionally, the Town is committed to expanding and diversifying recreational services to improve residents' quality of life through accessible and valued parks and recreation programs.





Organizational Excellence

The Town of Leland seeks to demonstrate forward-thinking and high-performing standards within the Town government through exceptional leadership, internal support functions, innovation, and strategic planning by promoting an organizational climate that fosters an exceptional, diverse, engaged, and healthy workforce that delivers excellent services. The Town also seeks to have the appropriate facilities and necessary equipment available to serve the public.



Business and Neighborhood Enhancement

The Town of Leland is focused on fostering partnerships that promote planned growth, enhance community pride, and strengthen its sense of place. The Town seeks to grow and strengthen economic prosperity through exceptional service and collaborative efforts to recruit and retain quality organizations that advance our commercial, industrial, residential, health, tourism, and hospitality sectors.



Strategic Planning Process

During the Fiscal Year 2024-2025 budget planning process, staff proposed including resources to engage a third-party facilitator and consultant to assist in the creation of a strategic plan. The search for a facilitator began in July 2023, utilizing assistance through the UNC School of Government Center for Public Leadership and Governance. From those discussions, the Town engaged True North Performance Group, LLC (TNPG), to assist in the creation of this strategic plan. TNPG brought extensive experience working within municipal government settings, as well as expertise in strategic planning and performance management.

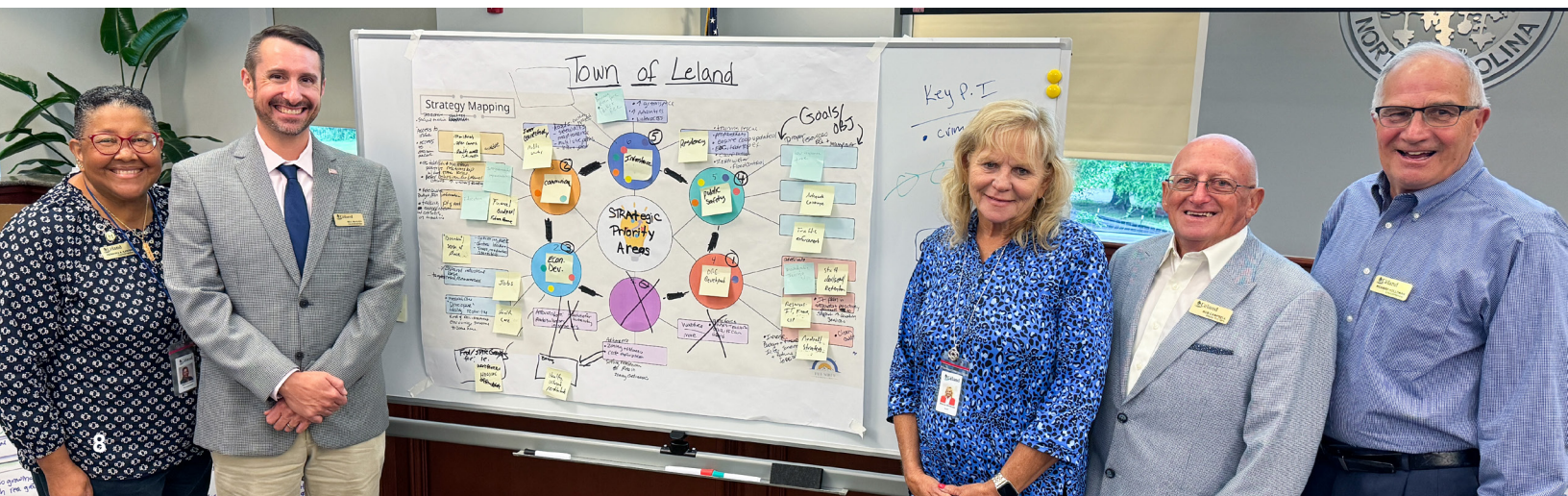
The strategic planning process was an opportunity to discuss the historical accomplishments of the Town, what it does today, and how it will outline a clear path for advancing our vision. The process allowed Councilmembers, staff, and the public to contribute to an updated shared vision for the future and identified five strategic priority areas, each with a set of goals, objectives, and strategic initiatives. The five-year plan establishes a document for Council and staff to use that will inform future decision-making and investment opportunities of the Town.

Council Retreat

In June 2024, planning meetings were conducted by the consultant with representatives from the Council and staff leadership to gain insight into Council priorities and better understand group dynamics. This process also generated buy-in and ownership from Council to ensure an effective retreat.

The Council held a public meeting retreat in July, and accomplished the following objectives:

- Provided an opportunity for the Council to collaborate as a team
- Reviewed and celebrated the Town's accomplishments
- Gained consensus on long-term Vision, Mission, and Core Value themes
- Participated in an environmental scan to consider trends, changes, and key issues
- Developed 5-year Strategic Priority Areas and Goals with measurable outcomes
- Identified and prioritized Key Strategic Initiatives (projects/critical tasks) to accomplish over the next 12 to 18 months (1-year action plan)





Staff Retreat

Staff held a leadership retreat in August that continued to build upon the foundational items identified during the Council retreat, including the creation of updated Vision and Mission statements and additional refinement of goals, objectives, and strategic initiatives. Through these retreats, Council and staff were able to ensure alignment in the framework of the plan, which will result in its successful implementation.

An important consideration that was also discussed in the Council and staff retreats was to build the strategic plan while reinforcing the themes included in the following primary guiding documents the Town already utilizes, which have been developed with significant public input, in their planning and decision-making efforts:

- [Leland 2045](#)
- [Economic Development Strategic Plan](#)
- [Fire/Rescue Strategic Plan](#)
- [Police Strategic Plan](#)
- [Emergency Management Strategic Plan](#)
- [Capital Improvement Plan](#)
- [Parks, Recreation, and Open Space Master Plan](#)

All of these plans, as well as other adopted plans, can be found at www.townofleland.com.

Finalization

In September, after the strategic priority areas and associated goals were drafted, a survey was distributed to the community and staff. The purpose of the survey was to refine the process by gaining an indication of preferences from respondents that would build upon the work of the Council and help inform the Council's priorities.

A Special Meeting was held in early October to report on the progress of the draft Plan which also provided an opportunity for Council and the public to provide feedback. Staff took the information received from the meeting and further refined the document. The Plan was then presented at a Regular meeting in October for final approval by the Council.



Community Survey Results

Residents were asked to provide input by prioritizing the Town’s Vision statement themes and the goals associated with each of the five Strategic Priority Areas (SPA). These priorities are key components of the Strategic Plan, aiming to ensure Leland’s long-term objectives align with the community’s priorities. The rankings are listed based upon the averages gathered from the survey results.

Strategic Priority Area Weighted Average Rankings

Safe Community	4.31
Resilient, High-Quality Infrastructure and Environment	4.01
Communication and Engagement	3.93
Organizational Excellence	3.86
Business and Neighborhood Enhancement	3.28

The community survey shows residents view Safe Community as the top priority. The Town is committed to ensuring everyone feels safe by enhancing public safety services and promoting community involvement. Although Business and Neighborhood Enhancement was prioritized the lowest out of the five SPAs, a weighted average above 3 still indicates broad support, and will still remain an important priority for the Town. Placemaking helps residents enjoy safe public spaces and fosters a sense of community by making areas like parks and streets more attractive and useful, as seen with the expansion of Founders Park. It also boosts economic growth by attracting and retaining businesses benefiting both residents and the local economy.



Staff Survey Results

Town staff were also asked to prioritize the Town’s Vision statement themes and goals associated with the five Strategic Priority Areas.

Strategic Priority Area Weighted Average Rankings

Safe Community

4.40

Organizational Excellence

4.26

Resilient, High-Quality Infrastructure and Environment

4.24

Business and Neighborhood Enhancement

4.10

Communication and Engagement

3.90

How were the rankings calculated?

The prioritization results of the five Strategic Priority Areas (SPA) for the community and resident survey were calculated using the weighted averages of their associated goals. Each of the SPA goals were assigned weighted averages based on the survey responses, reflecting their perceived importance. Averaging the weighted scores of the goals associated with each SPA resulted in a single score that represents the overall importance of that SPA. This approach ensures that the most critical SPAs and goals are ranked and ordered according to the survey results, and also that the prioritization process is more accurate and objective, providing a balanced framework for decision-making that aligns with the input received from the survey.



Safe Community

Goal 1.1 Eliminate criminal activity

- **Objective 1.1.1:** Maintain a low crime rate and increase the clearance rate
Strategic Initiative: Evaluate and implement new technology to prevent and solve crime
Strategic Initiative: Conduct an analysis of the unmanned aircraft system program
- **Objective 1.1.2:** Increase Police patrol presence in neighborhoods
- **Objective 1.1.3:** Increase the area of the Town covered with a safety camera system
Strategic Initiative: Establish a plan to implement a Town-wide camera system
- **Objective 1.1.4:** Engage the community in educational initiatives that promote crime prevention, awareness, and safety

Goal 1.2 Strengthen preparedness to effectively respond to emergencies and calls for service

- Strategic Initiative:** Establish a Continuity of Operations Plan (COOP)
- Strategic Initiative:** Update the Emergency Operations Plan (EOP)
- Strategic Initiative:** Complete the Threat and Hazard Identification and Risk Assessment (THIRA)
- Strategic Initiative:** Implement a quarterly emergency simulation training program
- **Objective 1.2.1:** Maintain response time of first fire apparatus arrival at the scene of an emergency call in the Fire District within 480 seconds from the time of dispatch 90% of the time
- **Objective 1.2.2:** Reduce patrol time spent on reactive calls for service
- **Objective 1.2.3:** Engage the community in educational initiatives that promote preparedness
- **Objective 1.2.4:** Reduce the impact of training hours on available staffing resources for operations
Strategic Initiative: Evaluate and develop a plan to increase on-shift training hours
- **Objective 1.2.5:** Maintain a Fire Insurance Rating of 2 or better as evaluated every five years by the NC State Fire Marshal's Office

Goal 1.3 Ensure necessary Public Safety resources are available to serve the public

- **Objective 1.3.1:** Acquire and maintain accreditation for Police and Fire Departments
- **Objective 1.3.2:** Maintain appropriate Public Safety staff and resource allocations
Strategic Initiative: Perform a study to evaluate Public Safety staff and resource allocations based on South Atlantic Region FBI data and National Fire Protection Association standards
- **Objective 1.3.3:** Prioritize and build necessary facilities to ensure structures in the Fire District limits are no further than five miles from a fire station

Goal 1.4 Achieve orderly and safe movement within the transportation environment

- **Objective 1.4.1:** Reduce the number of traffic accidents
- **Objective 1.4.2:** Engage the community in educational initiatives that promote traffic safety



Resilient, High-Quality Infrastructure and Environment

Goal 2.1 Protect and enhance the Town's natural environment by preserving green spaces, open areas, water access, and conservation lands

- **Objective 2.1.1:** Increase green space and public water access
- **Objective 2.1.2:** Increase participation in environmental recreation programs
- **Objective 2.1.3:** Complete park projects identified in the Parks, Recreation, and Open Space Master Plan

Strategic Initiative: Update the Parks, Recreation, and Open Space Master Plan

Strategic Initiative: Update the Code of Ordinances to improve open space requirements

Goal 2.2 Limit risks to health, safety, and property through stormwater management and flood mitigation

- **Objective 2.2.1:** Reduce stormwater deficiencies with a prioritized process for repairs within the Town's stormwater network

Strategic Initiative: Conduct an assessment to identify and prioritize stormwater deficiencies within the Town's stormwater network

- **Objective 2.2.2:** Limit development in areas with designated flood risk

Strategic Initiative: Create an ordinance to reduce development within the floodplain

Goal 2.3 Improve the connectivity of the transportation network for all users

- **Objective 2.3.1:** Increase appropriate sidewalk and multi-use path installations and connections

Strategic Initiative: Conduct an assessment to identify sidewalk and multi-use path additions and connections

Strategic Initiative: Prioritize and implement recommendations outlined in the ADA Transition Plan

- **Objective 2.3.2:** Improve street and road interconnectivity

Strategic Initiative: Identify street connections recommended in the Integrated Mobility Plan (IMP)

Strategic Initiative: Update the Code of Ordinances to improve street interconnectivity requirements

Goal 2.4 Enhance Town infrastructure

- **Objective 2.4.1:** Resurface roads according to an appropriate useful life cycle

Strategic Initiative: Update the street assessment report and prioritize road maintenance projects

- **Objective 2.4.2:** Increase installation of bicycle lanes, new pavement markings, and crosswalks

Strategic Initiative: Identify bicycle lanes, new pavement markings, and crosswalks recommended in the Integrated Mobility Plan (IMP)



Communication and Engagement

Goal 3.1 Promote transparency of public information

- **Objective 3.1.1:** Enhance availability of performance information and operational data available to stakeholders
Strategic Initiative: Create an online transparency publication
- **Objective 3.1.2:** Increase accessibility of public information
Strategic Initiative: Enhance the comprehensive communication strategy for the budget process

Goal 3.2 Cultivate a more informed community

- **Objective 3.2.1:** Increase public awareness of the Town's successes and services
Strategic Initiative: Implement targeted public awareness campaigns
Strategic Initiative: Develop template/kit for elected officials for community events/hot topics
- **Objective 3.2.2:** Expand the ways information is received
- **Objective 3.2.3:** Ensure the Town's online presence is user-friendly and informative
Strategic Initiative: Refine the Town's website and digital presence
- **Objective 3.2.4:** Distribute timely crisis communication for significant events and significant changes in events

Goal 3.3 Encourage an engaged community

- **Objective 3.3.1:** Increase opportunities for public engagement
Strategic Initiative: Develop a community outreach program
- **Objective 3.3.2:** Increase brand recognition by ensuring compliance with the brand style guide
- **Objective 3.3.3:** Strengthen social media presence to engage with a broader audience
Strategic Initiative: Develop a social media presence action plan

Goal 3.4 Enhance recreational services and programs

- **Objective 3.4.1:** Increase participation in recreational activities
- **Objective 3.4.2:** Develop programming to meet community needs
Strategic Initiative: Create and adopt a Parks, Recreation, and Cultural Resources Strategic Plan

Goal 3.5 Strengthen intergovernmental and external stakeholder relationships

- **Objective 3.5.1:** Increase Council's engagement with Federal and State delegations
- **Objective 3.5.2:** Increase engagement with local governments in the surrounding area
- **Objective 3.5.3:** Increase engagement with local businesses, non-profits, and community groups



Organizational Excellence

Goal 4.1 Maintain the Town's positive financial position

- **Objective 4.1.1:** Maintain the Town's fund balance in accordance with adopted policy
Strategic Initiative: Review and adopt an updated Fund Balance Policy
- **Objective 4.1.2:** Increase the number of requests for funding from outside agencies
Strategic Initiative: Create and maintain a master list of funding opportunities
- **Objective 4.1.3:** Maintain the Council's debt balance in accordance with adopted policy
Strategic Initiative: Create and adopt a debt management policy

Goal 4.2 Cultivate and develop high-performing Board and Committee members

- **Objective 4.2.1:** Increase training and development opportunities
Strategic Initiative: Create specialized training programs for each Board and Committee

Goal 4.3 Realize efficiencies in internal and external administrative services through technology and/or innovation

- **Objective 4.3.1:** Increase IT training opportunities for employees
Strategic Initiative: Create a comprehensive IT training program
- **Objective 4.3.2:** Increase automated business processes
Strategic Initiative: Create a business process automation plan
- **Objective 4.3.3:** Enhance and streamline standard operating procedures (SOP) throughout the organization

Goal 4.4 Attract and retain a highly skilled workforce

- **Objective 4.4.1:** Reduce the employee turnover rate
- **Objective 4.4.2:** Increase the number of recruiting methods
Strategic Initiative: Create a comprehensive recruiting and hiring policy and program
- **Objective 4.4.3:** Increase the number of employee training opportunities
Strategic Initiative: Create a comprehensive training and professional development program

Goal 4.5 Ensure necessary facilities and equipment are available to serve the public

- **Objective 4.5.1:** Reduce closure or downtime for facilities and equipment
- **Objective 4.5.2:** Complete the acquisition or build of identified Town-owned facilities
Strategic Initiative: Conduct a space needs assessment
- **Objective 4.5.3:** Maintain the acquisition and replacement plan for fleet and equipment
Strategic Initiative: Create an acquisition and replacement plan for fleet and equipment



Business and Neighborhood Enhancement

Goal 5.1 Develop and implement strategies to retain, attract, and start-up business

- **Objective 5.1.1:** Coordinate business attraction efforts in target sectors to increase jobs created over Area Median Income (AMI)
Strategic Initiative: Develop a dedicated economic development fund
- **Objective 5.1.2:** Increase entrepreneurial business starts, jobs created, and counseling hours
Strategic Initiative: Create an entrepreneurial support initiative
- **Objective 5.1.3:** Increase Business Retention and Expansion (BRE) visits and jobs
Strategic Initiative: Create and implement a Business Retention and Expansion (BRE) program

Goal 5.2 Market and promote Leland to attract quality business, a talented workforce, and tourism

- **Objective 5.2.1:** Increase promotion and investment to leverage the Leland Innovation Park (LIP) and the Gateway District
- **Objective 5.2.2:** Encourage customized training programs from educational partners tailored to the needs of employers
- **Objective 5.2.3:** Increase travel and tourism opportunities through collaboration with the Leland Tourism Development Authority (TDA)
Strategic Initiative: Update the Leland TDA Strategic Plan

Goal 5.3 Follow adopted plans and policies to create, improve, and maintain a healthy and vibrant community

- **Objective 5.3.1:** Provide consistent and efficient development review, code enforcement, and inspection services
- **Objective 5.3.2:** Encourage growth patterns and styles through land development regulations based upon adopted plans
Strategic Initiative: Create requirements for street yards
Strategic Initiative: Create the South Navassa Road corridor study
Strategic Initiative: Create the Village Road corridor study
Strategic Initiative: Evaluate zoning regulations, districts, and restrictions

Goal 5.4 Make strategic investments and create partnerships in placemaking

- **Objective 5.4.1:** Increase investment in beautification, public art, and amenity initiatives to enhance aesthetic appeal, encourage social interaction, and foster a lively, engaging environment
Strategic Initiative: Determine placemaking opportunities

Goal 5.5 Identify and grow resources for economic development and housing opportunities

- **Objective 5.5.1:** Increase opportunities for partnerships, funding, and investment in economic development strategies
- **Objective 5.5.2:** Increase opportunities for partnerships and investment in housing opportunities for all

Glossary

Area Median Income (AMI): A statistic calculated annually by the U.S. Department of Housing and Urban Development (HUD) for each county and metropolitan area. It is defined as the income level at which half of the values are above it and half are below it. AMI is a good measure of a typical income level for an area because it takes all households into account equally.

Reference: Objective 5.1.1

Clearance Rate: The percentage of crimes investigated by the Leland Criminal Investigations Division that are resolved by an arrest or other means.

Reference: Objective 1.1.1

Continuity of Operations Plan (COOP): A plan for a local government that ensures the essential services continue during emergencies and disasters.

Reference: Goal 1.2

Crime Rate: The ratio of crimes in an area to the population of that area.

Reference: Objective 1.1.1

Emergency Operations Plan (EOP): A plan that outlines how an organization will respond to and recover from a disaster or emergency. An EOP is designed to protect people and property by reducing the negative effects of disasters and emergencies.

Reference: Goal 1.2

Fire Insurance Rating: An inspection, conducted by the NC Office of State Fire Marshal (OSFM), that gauges the ability of a local fire department to respond to fires. The inspection results in a rating of 1 (highest level of protection) to a 10 (no fire protection) and has a direct effect on the insurance premiums that individuals pay on their homes and commercial buildings. (www.townofleland.com/ISO)

Reference: Objective 1.2.5

Fund Balance (Unassigned): Available funds that have not been restricted, committed, or assigned to a specific purpose or other funds.

Reference: Objective 4.1.1

South Atlantic Region FBI: <https://cde.ucr.cjis.gov/LATEST/webapp/#/pages/home>

Reference: Objective 1.3.2

National Fire Protection Association (NFPA): <https://www.nfpa.org/downloadable-resources/fact-sheets/nfpa-1710-requirements-fact-sheet>

Reference: Objective 1.3.2

Placemaking: A process that aims to improve public spaces and the quality of life for the people who use them.

Reference: Goal 5.4

Threat and Hazard Identification and Risk Assessment (THIRA): A risk assessment process that helps communities identify what threats and hazards could affect it, what impact those threats and hazards might have on the community, and what capabilities the community should have as a result.

Reference: Goal 1.2

Tourism Development Authority (TDA): A local government entity that is typically created by a county or municipality to administer and expend local occupancy tax revenue to promote tourism in a specific area.

Reference: Objective 5.2.3



Town of

Leland