



Town’s Vision and Mission Statement – 2014 as adopted by Town Council, January 9, 2014 and reaffirmed in 2015, 2016; revised January 2017; reaffirmed July 2018; revised January 2019; readopted January 2020; readopted January 2021, revised February 2022

Vision


Preserving the past and embracing the future.

Mission Statement

To preserve, enhance and promote the unique identity of the community.

The 6 Major Goals

1. Foster a friendly community

- Events
 - Improve sidewalks
 - Develop walking paths
 - Utilize Big Spring Park
 - Building Community
 - Fostering inter- and intra-community relationships
 - ***Community connections with businesses***
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- Grow Community Assets

2. Encourage Economic Vitality

- Create a business-friendly atmosphere
- Review and revise land use regulations
- Create a building use and reuse plan
- Develop a media kit
- Develop signage

3. Design for planned growth

- Modify and update Town ordinances
- Plan for infrastructure needs
- Promote Springwood Road Extension
- Foster pedestrian friendly community
- Promote conservation of resources, walking, buying local

4. Support community-wide cooperation
 - Work with Botetourt County on projects and programs
 - Promote working with various civic groups (Kiwanis, HFI, Historical Society, Masons, schools and scouts, July 4th, Christmas Parade, Open Studios, Big Spring Garden Club, Society to Keep Fincastle Lit, Chamber of Commerce, Farmers Market(?), Together for Troutville, etc.)
 - Foster community involvement by churches
 - Meet with the other Towns regularly

5. Promote and capitalize on historic assets and natural resources
 - Historic tour/School
 - Signage, Big Spring, historic homes
 - Lewis and Clark
 - Community garden/park, nature trail

6. Provide a high level of services and communications (water and sewer, etc.)
 - Development of maintenance plan
 - Sidewalks
 - Water system
 - Sewer lines
 - Park maintenance
 - Participate in continued development of private external services (phone, Internet, gas, cable)
 - Improve communications with businesses, residents, fans of Fincastle

Where do we see Fincastle in the future?

- Thriving
- Diversity of businesses
- Safe sidewalks, Walking community
- Cohesive branding and appearance (businesses, 220 corridor)
- Better connection with citizens, businesses (Quarterly newsletter, posting of minutes and other documents)
- Historic district as focal point
- Use/rehabilitation/redevelopment if existing buildings as they become available
- Environmentally friendly community

Other important issues:

- Springwood Road Extension and traffic patterns/calming
- Fincastle remaining as County Seat
- Making Fincastle a “destination” (tourism and events)
- More use of Town facilities
- Noise pollution/Route 220 traffic
- Preservation of resources;
- Reduction of waste

Some important descriptors:

- Safe, healthy, welcoming
- Historic
- Economic vitality
- Plan for growth
- Cohesive
- Family-oriented
- Community cooperation
- Provision of services
- Transparency of government

Events as a focus

(Bottom line of benefits versus use of resources)

- Historic Gala/Day
- Halloween
- July 4th
- Fincastle Frolic/Fall event
- Holiday Home Tour
- Bluegrass event
- Bank Run
- Open Studios
- Christmas Parade

Untapped resources:

- Big Spring Park
- Wysong Park
- Trails
- Community Center
- Fincastle Gorge