

Public Engagement: Vision Statement

Cumberland County Planning & Inspections Dept.
Comprehensive Planning Section



What is a Vision Statement?

An aspirational description of what a community would like to achieve. It is a statement that provides the framework for the execution of future actions.



Elements of an Effective Vision Statement

- **Audacious:** Your vision represents a dream that's beyond what you think is possible. It represents the mountaintop your community is striving to reach. Visioning takes you out beyond your present reality.
- **Capitalizes on core competencies:** Your vision builds on your community's core competencies. It builds on what you've already established: community history, stakeholders/residents, strengths, and unique capabilities, resources, and assets.
- **Future casting:** Your vision provides a picture of what your community looks like in the future.
- **Inspiring:** Your vision engages language that inspires. It creates a vivid image in people's heads that provokes emotion and excitement. It creates enthusiasm and poses a challenge.
- **Motivating:** Your vision clarifies the direction in which your community needs to move and keeps everyone pushing forward to reach it.
- **Purpose-driven:** Your vision gives residents a larger sense of purpose, so they see themselves as building a cathedral instead of laying stones.

Example: Formulating a Vision Statement for Cumberland County's 2030 Growth Vision Plan

Desired Future (Key Words of Citizens)	Unwanted Future (Key Words of Citizens)	<i>Resulting Vision Statement, Looking Back From 2030</i>
<ul style="list-style-type: none">• "Increase job incentive for corporate USA"• "More higher paying jobs"• "Coordinated development with military"• "More employment opportunities"• "Convention center site with necessary amenities"• "Preserve land for economic purposes (i.e. protection of Ft. Bragg)"• "Higher paying jobs"• "A lot of small businesses rather than one Walmart"• "Convention center that would accommodate at least 1,000"• "Diversified economic base"• "More high tech industries"• "Development at interstate interchanges – exists (motels, fast food, shopping, hwy svcs.)"• "Development of facilities along Cape Fear River"	<ul style="list-style-type: none">• "Lack of industrial jobs that pay well (too many sales & service jobs)"• "Lack of support for business"• "Limited opportunity for youth"• "Military leave the county"• "Uncontrolled economic development w/o regards to environment (stripping trees – land)"• "Military base closure"• "No stinky air polluting business (i.e. hogs, pulp mills, etc)"• "Would not want to see gifted and educated leave area to find job"	<p>The local economic base of Cumberland County has grown and diversified significantly. New and expanded business and industry have brought better paying jobs, requiring higher levels of education and training. Local educational institutions have responded with courses and curriculums custom tailored to meet education and training needs. Young workers in Cumberland County can find excellent, lifelong career opportunities without ever leaving the area. While workers in retail trade and manufacturing employment continue to be an important part of the local economy, other types of work have expanded, including health care, information services, professional and technical services and wholesale trade. The substantial contribution of the military to the local economy has continued, with the strategic national importance of Fort Bragg never waning, and with local efforts to protect the land area and mission of Fort Bragg continuing.</p>

Where prompted on this website
please provide your ideas for a vision
statement for the Bethany Area.

Thank You!