

HARRISONBURG 2045: A CITY FOR ALL

WE PROVIDE A QUALITY URBAN LIVING OPTION FOR EVERYONE WHO WANTS TO RESIDE HERE.

OUR DIVERSE POPULATION THRIVES IN A WELCOMING CITY WHERE ALL ARE VALUED AS FRIENDS AND NEIGHBORS.

OUR INCLUSIVENESS IS OUR STRENGTH AND REFLECTS THE TRUE SPIRIT OF OUR CITY.

THE PILLARS OF OUR MULTICULTURAL, MULTI-ETHNIC, AND MULTI-GENERATIONAL CITY CONSIST OF A ROBUST ECONOMY AND A VIBRANT EDUCATION EPICENTER, ALONG WITH A BROAD RANGE OF AMENITIES AND A BEAUTIFUL NATURAL ENVIRONMENT THAT ENRICH LIFE.

THIS IS MADE POSSIBLE BY THE FISCALLY SOUND PLANNING OF OUR STAFF AND ELECTED LEADERS.

BOLD THINKING, COMMUNITY INPUT, AND BEST PRACTICES LEAD THE CITY TO CONSIDER NEW PATHS AND STRUCTURES THAT HAVE LED TO OUR RECOGNITION AS A MODEL LOCALITY.





A HARMONIOUS COMMUNITY

We are a harmonious, caring, welcoming city where differences are embraced, celebrated, and accommodated.

Recognizing Harrisonburg's diversity, our support systems assure that any community member has access to city services. We are a city where all people feel safe, valued, and have abundant opportunity.

We continuously overcome barriers to progress and boldly address inequities.

OUR ATTENTION TO THESE SEVEN FOCUS AREAS WILL ASSURE THE FUTURE DESIRED BY THE HARRISONBURG 2045 VISION



ECONOMIC DEVELOPMENT & FINANCIAL EMPOWERMENT

Harrisonburg is the economic hub of the Shenandoah Valley. We are the regional destination for education, shopping, dining, and entertainment. Our economic development strategies grow our existing businesses, attract new business and opportunities, and result in high wage jobs. Local economic activity is robust throughout the city, is easily accessible, and strengthens our business centers and neighborhoods, especially those areas historically denied economic prosperity. Residents can attain financial security and empowerment through effective small business and entrepreneurship support and strategies that build economic well-being and resiliency while eliminating long-standing inequities.



A THRIVING EDUCATIONAL EPICENTER

Harrisonburg has an exceptional public education system. Our schools are award-winning and nationally recognized. Our reputation and investment in education attract families and talented educators. The City is a partner in ensuring that early childhood education is universally available for all children. City school graduates are skilled and qualified individuals who are college, career, and life ready. Superior workforce development and continuing education create successful livelihoods and prosperous businesses. Moreover, as the home of two institutions of higher learning, and in partnership with our regional community college, the city is a hub of innovation, technology, and entrepreneurship.



AVAILABLE HOUSING FOR ALL

Harrisonburg is at the forefront in developing a comprehensive approach to meeting a spectrum of housing needs through innovative planning and effective partnerships. The city has logistically integrated high quality affordable housing throughout its neighborhoods. As a result, Harrisonburg's neighborhoods reflect its diverse and unique character. Creative land use planning has permitted flexible redevelopment of our residential areas. Support and services are available for people experiencing housing insecurity so they can remain safely and securely housed. Moreover, the city has achieved these goals while maintaining a strong and sustainable tax base.



COMMUNITY RESILIENCY & THE NATURAL ENVIRONMENT

Harrisonburg is a community with extraordinary beauty and an abundance of natural assets. We prioritize protection of these natural assets - air, streams, mountains, trees, and open space - critical to maintaining our quality of life and vibrant economy. We are a resilient community prepared to face numerous current and future challenges such as flooding, extreme fluctuation in weather, aging infrastructure, and water supply as demands increase. With our partners, we are effectively reducing and responding to climate change impacts, especially as they impact historically disadvantaged communities. Investments in renewable energy, sustainable assets, and infrastructure have established a strong foundation for the future.



HIGH QUALITY CITY SERVICES

Harrisonburg prides itself on high quality service provision. The city is clean, safe, and has abundant and diverse recreational opportunities. Traveling through the city is pleasant and easy, whether by car, bike, foot, or transit bus. Our highly engaged community members know the city is responsive to their concerns. Innovation in service delivery is encouraged and other communities turn to Harrisonburg as a center for best practices. The city government attracts and retains talented public servants due to its reputation for being well-managed and as a great employer.



FISCAL RESPONSIBILITY & PLANNING

We are a city with a long-term commitment to meeting demands for increased service while maintaining high standards. The city is financially secure with the highest bond rating and a healthy fund balance. The city balances its growth through thorough evaluation of future needs and thoughtful planning. There is recognition of the need for careful financial management, while also prioritizing investment in essential operational and capital programs to lead us toward a more progressive future.

