

Seacoasters Mission and Vision 2018

Mission: To support close collaboration between the business community in the Seacoast Commercial Zone and the City of IB in planning and making improvements to better serve both residents and visitors.

Goals: To encourage the business owners, the City Council and City Staff and interested citizens to bring about business and infrastructure enhancements in the Seacoast Commercial Zone that support the success of existing and new business while providing improved shopping, dining and recreational opportunities, and a safer and more walkable environment.

Vision: A warm, pedestrian-friendly village atmosphere, both by day and by night, with quality hotels, shops, restaurants, galleries and residential units, providing an attractive destination and memorable experience for residents and visitors.

Action Steps: (1) encourage development of improved pedestrian lighting and other nighttime and daytime walkability enhancements such as cleaner and wider sidewalks, as well as plazas and parks; 2) support enhanced art, vegetation, building facades and other visual improvements; 3) support efforts to make the pier a more attractive destination; 4) encourage business owners to make ongoing improvements in their services, products and premises; 5) promote high standards of maintenance of public spaces and infrastructure; 6) create a unique identity or “branding” that better defines the Seacoast Commercial Zone as a *destination* for residents and visitors