



STRATEGIC PLAN

An Overall Approach to Achieving the Vision of
Montgomery Village Foundation, Inc.

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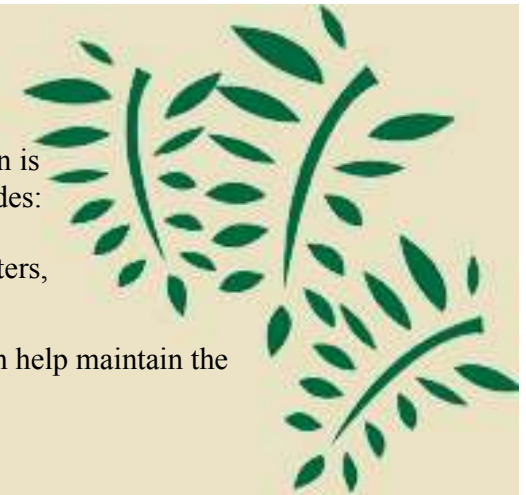


Approved by the MVF Board of Directors, June 24, 2010

MISSION

Montgomery Village was planned as a “new town”, designed with inspiration and care for people living in community with each other and nature. The Articles of Incorporation state that the purpose of the Foundation is the promotion of the health, safety and welfare of the residents of Montgomery Village. Its mission includes:

- ✦ Maintenance and upkeep of MVF assets, including lakes, parks, swimming pools, community centers, ball fields and pathways throughout Montgomery Village;
- ✦ The Architectural Review Board and Commercial Architectural Review Committee, both of which help maintain the aesthetic integrity of the community;
- ✦ Financial management of Village assets and collection of assessments;
- ✦ Communications with members on services through *The Village News* and the MVF website (www.montgomeryvillage.com); acting as clearinghouse for Village-wide best practices;
- ✦ Recreation programs and classes for all ages;
- ✦ Village-wide special events such as the annual July 4th celebration, summer Lawn Theater performances, Flea Markets, after-school programs, holiday programs, etc.;
- ✦ Government Relations Department that represents the interests of Montgomery Village to all governments and their agencies;
- ✦ Professional Community Management services to HOAs and COAs who contract for those services;
- ✦ Professional Landscaping services to HOAs who contract for those services; and
- ✦ Professional Landscaping services on County owned roads.



VISION

The Montgomery Village Foundation is a partnership of its members, which include all of our homeowners, dwelling in numerous homes corporations, condominium associations and multi-family rental apartments. We seek to strengthen our community by providing excellent community services to all of our members, fostering dialogue among all our community entities and individual residents, and interacting with state and county officials, *schools* and neighboring communities, to protect and enhance our community.

The Montgomery Village Foundation that we envision is an organization that fosters:

- ✚ A sense of community pride;
- ✚ Active community volunteers;
- ✚ Premier parks, recreation and community facilities;
- ✚ Strong financial health, with well capitalized reserves;
- ✚ Well trained, professional employees, focused on customer service;
- ✚ A commitment not only to maintain, but also enhance the natural environment and coexist with our wildlife; and
- ✚ Well maintained public and private properties;
- ✚ A safe and secure environment for residents.



ORGANIZATIONAL VALUES

MVF supports the Six Pillars of CHARACTER COUNTS!:

Trustworthiness, Respect, Responsibility, Fairness, Caring, Citizenship

They are the underlying principles that support MVF's organizational values:



- ✚ CUSTOMER SERVICE

We actively pursue the identification of Member needs to provide effective service to our community with efficiency, accountability and a caring attitude.
- ✚ COMMITMENT TO EXCELLENCE

We strive to achieve excellence in all we do; we advocate fulfilling our responsibilities as Board members, homeowners and staff, working to pursue suggestions, ideas and creative approaches through training and education, leading to continued improvement in all we do.
- ✚ FIDUCIARY RESPONSIBILITY

We strive to improve the quality and efficiency of MVF services through cost effective services.
- ✚ OPEN COMMUNICATION

We promote honest, open communication and easy access to information; transparency builds trust in communication.
- ✚ COEXISTENCE WITH WILDLIFE

We support our longstanding policies “provide and enhance wherever possible a natural habitat for appropriate species within Montgomery Village” and “support humane treatment of wildlife and act as an advocate of wildlife”.
- ✚ SUPPORT OF “GREEN” INITIATIVES

We support environmental stewardship to enhance and improve the environment, encouraging and educating our residents about waste prevention and use of energy saving technologies.
- ✚ PARTNERSHIP

We believe in the concept of partnership, working to achieve strong community partners to serve our members, other non-profits, including our schools, etc.

HISTORY

The concept for Montgomery Village began with architect and visionary Clarence Kettler, who, with his two brothers, Milton and Charles, had the idea of building a special town, based on the European model of a “planned community”. There were numerous farms in the Gaithersburg area, and in 1962, Kettler Brothers, Inc. purchased the Walker Farm, the first piece of land to become part of Montgomery Village. The Town Sector Zone, a new zoning category, was created for Montgomery Village when it was new. The main purpose of this new zone was to make possible the building of new towns located far enough from the built-up areas of the Washington metropolitan area to permit a high degree of self-sufficiency and independent existence as a separate functioning economic and social unit. The full build-out of Montgomery Village has resulted in attractive and desirable neighborhoods, with ample green spaces and preservation of the many natural features.

On Oct. 17, 1966, the Montgomery Village Foundation, Inc. Articles of Incorporation were officially filed and recorded with a mission statement setting forth its purpose to promote the health, safety and welfare of the residents of the community of Montgomery Village. In 1970, the Foundation received its 501(c)(4) nonprofit designation from the U.S. Internal Revenue Service. The Articles of Incorporation set forth the activities in which the Foundation can be involved on behalf of all residents, essentially mirroring what is provided by a city government township. Additional powers are granted to the Foundation through Declarations of Covenants that are included as part of the deed to all residential property within Montgomery Village and associated with either one of the 10 homes corporations, 11 condominium associations or four apartment rental complexes.

Today, Montgomery Village has more than 40,000 residents and celebrated its 40th Anniversary in 2006. The Montgomery Village Foundation, Inc. has nurtured and sustained the growth of the Village and expanded its ownership of public land for the benefit of all residents, which now totals more than 330 acres. The Foundation owns and operates seven pools, 22 tennis courts, four community centers, 18 recreation and park areas, a natural amphitheater and nature center.



2010-11 STRATEGIC GOALS OVERVIEW

1. **Continue Improvement of MVF Operations (Departments) and continue enhancement of Financial Management**
 - Develop Capital Budget
 - Explore improved banking services
 - Review / improve Architectural Standards processes
 - Review / improve Communications Dept. (revenues)
 - Review all contracts / agreements or relationships with organizations (Boy Scouts, Garden Club, MVSA)

2. **Assess / Upgrade MVF Facilities and Prioritize / implement recommendations of LRFPC**
 - Develop feasibility report / financial models on short-term Quick Hit List items
 - Formalize appointment of new “Indoor” Pool Committee
 - Explore feasibility of Health / Wellness Facility

3. **Develop Plan to make Montgomery Village Foundation a “Green” Operation**
 - Review / Update Guidelines of COE
 - Monitor Theatre Pond rebuild
 - Get County to commit to dredging schedule for Lake Whetstone
 - Continue to implement energy and environmentally friendly practices
 - Evaluate need for aeration at other MVF ponds / lakes
 - Increase “No Mow” areas
 - Create reforestation areas

4. **Develop Vision / Plan for future MV Land Use – “Vision 2030”**
 - Appoint Steering Committee
 - Plan Educational Series
 - Community / Business engagement

5. **Implement new marketing strategy to promote Montgomery Village**
 - “Branding Initiative”
 - New sign package
 - External focus for marketing – putting Montgomery Village on the map (best place to live designation)
 - Social networking / TV presence
 - Bring back “Harden and Weaver” Event at MV Golf Course

6. Enhance Resident Services / Opportunities

- “Free” Pool Socials – ice cream, movie nights
- Fall Special Events – “The Great Pumpkin Race”
- Increase Recognition for Volunteers
- Discounts to play at MV Golf Club
- Expand Arts / Cultural opportunities

7. Explore / Evaluate / Implement New Technology Systems

- Evaluate Data Storage / Recovery System(s)
- Implement new Work Ticket Software System
- Evaluate Safari Recreation Registration System
- Evaluate replacement of Jenark (Financial / Data Base Management System)
- Evaluate replacement of Ad System

8. Evaluate Municipal or Special Taxation Status of Montgomery Village (Pros / Cons)

- Meet with Maryland Municipal League on Feasibility
- Appoint Committee to evaluate