

TOWN COUNCIL

STAFF REPORT



MEETING DATE:	April 7, 2026
PROJECT:	Consideration of a Resolution to Adopt the Town of Bluffton Strategic Plan for Fiscal Years 2027-2028
PROJECT MANAGER:	Heather Colin, AICP Assistant Town Manager

RECOMMENDATION:

Town Council approve the Resolution presented as Attachment 2, adopting and formalizing the Town's Strategic Plan for Fiscal Years 2027-2028.

DISCUSSION:

Following a comprehensive strategic planning workshop facilitated by The Bridge Group, held on November 6, 2025, with significant input from Town Council, Town Staff drafted a formal Strategic Plan for fiscal years 2027-28. The plan identifies planning objectives and action items that will provide policy guidance in managing and directing the application of Town resources.

The Fiscal Years 2027-28 Town of Bluffton Strategic Plan can be found as Exhibit "A" to the Resolution.

All Strategic Focus Areas remain the same:

- Affordable and/or Workforce Housing
- Community Quality of Life
- Economic Growth
- Fiscal Sustainability
- Infrastructure
- May River and Surrounding Rivers and Watersheds
- Town Organization

Appendix A to the Fiscal Years 2027-28 Strategic Plan contains an Action Agenda made up of initiatives which support Town Council's priorities and guide use of Town resources over the next two fiscal years. Once approved, the Action Agenda will be available online for the public to view with real-time updates. The Action Agenda is a document that will continue to be regularly updated to reflect the current status of each item.

NEXT STEPS:

After the Fiscal Years 2027-28 Strategic Plan is adopted, it will be published in a professional manner and will be made publicly available on the Town of Bluffton website. The Town will also issue a media release announcing the adoption of the Plan.

ATTACHMENTS:

1. Presentation
2. Resolution to support the Adoption of the Fiscal Years 2025-26 Town of Bluffton Strategic Plan, with Exhibit "A"
3. Proposed motion to adopt the Resolution