



# Ford's Colony: Our Vision and Values

## Our Vision

Ford's Colony aspires to be *the preferred residential community in the greater Williamsburg area, attracting families and individuals of all ages who value an active, involved lifestyle in a gracious living environment.*

To achieve this vision, our strategic plan focuses on the following:

- The natural beauty, landscaping and architectural integrity that set Ford's Colony apart from other residential communities will be enhanced and preserved.
- Ford's Colony is committed to being recognized as a premier multigenerational community offering facilities and services that support a wide variety of clubs, activities and social functions for young families, active retirees and seniors.
- Ford's Colony will preserve its welcoming and caring community culture where safety and security are maintained and enhanced.
- Ford's Colony will continue to promote mutually beneficial relationships, programs and activities with the Ford's Colony Country Club and Marriott's Manor Club.
- Ford's Colony will maintain and enhance its unique culture of community and civic volunteerism that is central to our shared values and the ability to govern ourselves affordably.
- Ford's Colony will facilitate and enable the continued adoption of practical, cost-effective "green" practices in water conservation/storm water management, landscape maintenance, energy conservation, new construction/remodeling approaches, recycling and the safe disposal of hazardous materials.
- The governance of Ford's Colony will remain highly effective, fiscally responsible and sustainable with the FCHOA Board of Directors focused on achieving our vision and strategic plan.

## Our Values

Core values support the vision, shape the culture and reflect the essence of our Ford's Colony identity. Our Homeowners Association, including its Board, Standing Committees, and Managing Agent will:

- Act with integrity in a financially prudent manner.
- Promote an active, civically engaged multigenerational community.
- Preserve Ford's Colony's natural environment and distinctive aesthetics.
- Be inclusive and respectful by considering the diverse needs of our community in all activities and decisions.
- Operate openly, ethically and professionally.

**Live. Enjoy. Thrive.**

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