



TOWN OF HIGHLAND BEACH AGENDA MEMORANDUM

MEETING TYPE: Town Commission Meeting
MEETING DATE 05/03/2022
SUBMITTED BY: Natasha Moore, Vice Mayor - Commissioner
SUBJECT: Mission and Vision Statements for Strategic Plan

SUMMARY:

The current mission and vision statements in our strategic plan need to be updated.

FISCAL IMPACT:

None

ATTACHMENTS:

Proposed mission and vision statements.

RECOMMENDATION:

Discuss proposed mission and vision statements.

Proposed Mission and Vision Statements for Highland Beach

Proposed vision:

The Town of Highland Beach is a beautiful, safe harbor in paradise whose residents never want to leave.

Mission:

To provide exceptional governance and municipal services, in partnership with our residents, in a fiscally responsible manner with a focus on town planning.

Motto:

*Safe seaside harbor and home
3 miles of paradise*

Key concepts:

- safety
- create and strengthen community harmony
- focus and excel at town planning
- excellence in governance, utilities and municipal services
- collaborate with residents and incorporate resident input
- sustain and maintain our piece of paradise
- optimize financials
- Outreach to residents
- plan for future
- spend money wisely to optimize value for residents

Mission and vision statements from other municipalities:

City of Boca Raton

Vision: a beautiful, prosperous, safe, and vibrant coastal community.

Mission: The mission of the City of Boca Raton is to responsibly provide outstanding services to enhance our unique quality of life.

City of Delray Beach

Vision: Delray Beach is a charming, vibrant city of dynamic and diverse communities with a bright future. We proudly celebrate our heritage and provide a welcoming, healthy hometown for residents and visitors.

Mission: To foster an authentic and inspiring community that celebrates our history while building toward the future.

Jupiter

Vision: Jupiter is a distinctive coastal community committed to preserving its unique character and history and vibrant, small town feel.

Mission: We provide exceptional municipal services that add value to resident's lives, while ensuring a long term, sustainable community