

Meeting Date: 4/19/2022
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 are...

VISION: A residential community striving to provide the highest quality of living standards for present and future residents.

MISSION: Maintain and improve the focus of Highland Beach as premier beachside residential community providing excellence in government and services to protect our “unique sense of place”.

Recommendation:

Discuss proposed changes to the mission and vision statement in our Strategic Plan.

Mission and Vision Statements

Key concepts: safety, excellence in utilities and municipal services, spend money wisely that optimizes value for residents, optimizes financials to benefit residents, reflects input by residents, harmony, paradise, plan for future.

Town of Highland Beach

Consider the following as an alternative to our current vision:

The Town of Highland Beach is a harmonious community that is a safe harbor in paradise.

Consider the following as an alternative to our current mission:

We provide exceptional municipal services that residents want while optimizing our financial budget and responsibly planning for the future.

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