

# STRATEGIC PLAN 2024 - 2029



## WHY

To enrich our community through service.

## MISSION

Offer a high quality of life through services and opportunities, while providing a safe and inclusive community.

## FOUNDATION

**Innovation** - Find new and better ways of doing things; develop new services, improve existing processes, and find new ways to enhance the quality of life, all to keep a competitive tax rate.

**Sustainability** - Meet the needs of the present community without compromising future generations, considering environmental, economic, and social concerns.

**Financial Responsibility** - Manage the limited resources available in a responsible way to provide services and amenities that enrich our community. Being a steward of the limited resources is essential for the city to operate the most efficiently.

**Culture** - Foster a welcoming community and an engaging workplace.

## VISION

Be a community of choice by connecting residents, businesses, and visitors to natural resources, recreation, economic opportunities, and quality of life through forward thinking, inclusivity, and sustainable advancements.

## VALUES

**Collaboration** - A mindset and approach of working together.

**Accountability** - Honor commitments.

**Respect** - Treat all people, property, and nature with understanding and kindness.

**Service** - Do what's right for all residents, business owners, and visitors.

## STRATEGIC OBJECTIVES



Develop a **staff plan**.



Create a **community of choice**.



Enhance internal and external **communication**.