

### **STRATEGIC GOALS and OBJECTIVES**

2024-2027

Cultivating the best in us by actively planning for and implementing key actions that ensure efficient public investments, fostered relationships, and overall community pride.

#### **Quality of Life**

Enrich and enhance the quality of life by developing accessible parks, expanding community experiences in arts and education, and ensuring public safety through strong partnerships.

### **Community Resilience**

Strengthen community resilience by coordinating infrastructure projects, maintaining sustainable utilities and services, implementing effective HR practices, and ensuring financial and environmental stewardship.

## **Economic Vibrancy** and **Growth**

Drive economic growth by supporting business creation, addressing workforce challenges, enhancing Marshall's regional hub status, and promoting strategic development.

# Informed, Engaged, and Inclusive Community

Cultivate an inclusive community by fostering diverse dialogue and enhancing communication to engage residents in meaningful decision-making.

#### **IMPACT STATEMENTS**

Residents and visitors experience an enriched, safe quality of life.

Marshall is seen as a vital regional center for stimulating economic growth.

The City of Marshall maximizes public investments through focused and efficient service to community. Residents have a voice in decisions that affect them through culturally-responsive and proactive engagement.