



Vision Statement

Our vision is to celebrate our small town's charm and prime location on the Colorado River, enhancing our family-oriented desert paradise. We are committed to improving infrastructure and public spaces, fostering economic growth, and promoting a pro-business environment through collaboration with various government entities. We aim to build a vibrant, connected community through a variety of art and cultural events, public celebrations, and activities that strengthen Needles' unique identity. By supporting the community with enhanced amenities, removing engagement barriers, and promoting athletic tourism, we aspire to make Needles the welcoming gateway to California, an ideal place to live, visit, and raise a family.

Mission Statement

The mission of the City is to create a thriving, sustainable environment that supports families and businesses by celebrating our small town's charm and prime location on the Colorado River. We are committed to ensure long-term access to essential services such as quality healthcare, ample job opportunities, and comprehensive support for all life stages. We are dedicated to enhancing infrastructure and public spaces, fostering job growth, and offering exceptional recreational and business opportunities. We strive to build a connected and engaged community through open communication, active public participation, and promoting sports tourism. We aim to make Needles the welcoming gateway to California, a vibrant desert paradise where people can live, visit, and raise families.

Value Statement

The City will conduct all of its business in accordance with the following values:

Honesty

Communicate in the most forthright and clear manner, inviting open dialogue with the public.

Integrity

Adhere to the highest standards of professionalism, ethics, and personal responsibility, worthy of the trust our citizens place in us.

Fairness

Treat all citizens and businesses with justice and equity.

Teamwork

Value the contributions of everyone, seamlessly blending individual skills through unparalleled collaboration and cooperation.

Respect

Treat everyone in our diverse community, with dignity and fairness.

Excellence

Deliver the best and highest quality service through the dedicated effort of every team member.

Stewardship

Sustain and reinvest in our mission and extended communities by wisely managing our human, natural and financial resources.

2024-2025 Council Goals

1. Enhance Infrastructure and Public Spaces

Develop and improve key areas of infrastructure and public spaces to create a sustainable, attractive, functional, and engaging environment for residents and visitors. Promote clean-up initiatives and beautification efforts to maintain and enhance the city's appeal and livability.

- Attract grants and programs to fund and invest in infrastructure for public and private spaces.
- Implement clean-up initiatives and beautification projects for public and private spaces.
- Improve roads through a continued pavement management program.
- Better utilization of community spaces, such as the Rodeo Grounds, parks and pool to engage residents and visitors.

2. Foster Economic Growth and Business Development

Create a thriving pro-business environment that attracts diverse sectors including residential, retail, industrial, hospitality, manufacturing, small-businesses and tourism. Attract and support diverse business sectors, including residential, retail, industrial, hospitality, and tourism.

- Enhance public relations to promote and communicate the city's business-friendly environment and provide a stream-lined permitting process to encourage development.
- Engage with regional cities, county, state, and federal representatives to secure support for economic growth initiatives.
- Monitor and maintain a balanced budget while controlling costs to ensure sustainable economic development.

3. Community Engagement

Enhance community engagement by organizing diverse cultural events, public celebrations, and community activities to foster a vibrant and connected community.

- Facilitate community activities by organizing events such as food truck gatherings, Farmer's Markets, scavenger hunts, geocaching, and other events that connect the community.
- Strengthen Needles' unique identity and increase community involvement by launching initiatives that encourage participation in local activities and build trust in local government and community events.

4. Family Support

Re-attract, maintain, and attract families through enhanced supportive amenities to create a healthy, family-friendly environment, removing engagement barriers, promoting athletic tourism and activities to strengthen Needles identify as the Gateway to California on Rt. 66.

- Develop and improve a family-friendly environment with amenities and programs that create a safe, healthy, community supported by City of Needles services.
- Identify and address obstacles to community engagement and participation.
- Promote and support sports and recreational activities to attract visitors and boost local tourism.