



2013-2015 Strategic Action Plan Summary



Working **Mission**: To work together to responsibly grow our community, and to provide quality, cost-effective, and efficient government services.

Working **Vision**: Achieve economic vitality with strategic infrastructure investments through market-driven growth.

Mission-Driven Building Blocks	Strategic Imperative		Strategic Initiatives
	I. Financial Stability	Ensure strategic economic development that complements the City's desired quality of life and builds a stable tax base, all while maintaining a low tax levy.	<ul style="list-style-type: none"> • Ensuring financial stability • Optimizing TIF to support infrastructure improvements • Increasing economic growth • Maximizing land use • Enhancing infrastructure development to meet city's growth
	II. A Connected Community	Ensure that the City is a connected city that is part of a comprehensive regional transportation system that enables all to easily navigate our community and attracts business development.	<ul style="list-style-type: none"> • Enhancing the state, county and city's transportation system • Enhancing trail way system
	III. Smart, Citizen-Focused Government	Continue the delivery of quality services that ensures the City to have safe and thriving neighborhoods and business districts, and a clean environment.	<ul style="list-style-type: none"> • Ensuring quality services based on customer requirements • Ensuring a safe city • Expanding shared services • Improving safety and quality of housing stock • Enhancing recreational and cultural opportunities • Building and expanding community connections • Enhancing the election experience
Capacity-Driven Building Block	IV. An Effective Organization	Maintain a highly functional staff, citizen volunteers, and elected officials and governance structure that meet the increasingly ever-changing needs of the organization.	<ul style="list-style-type: none"> • Enhancing governance structure • Enhancing organizational structure • Creating a high-performance work environment and workforce • Maximizing consultants' accountability • Streamlining internal processes • Enhancing internal/external communications