



**CITY VISION, MISSION, ORGANIZATIONAL VALUES, AND STRATEGIC
PLAN GOALS & OBJECTIVES**

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Vision

St. Cloud is a vibrant and progressive community that embraces its unique history while offering an exceptional destination to live, work, and play.

Mission

To provide a safe and healthy environment, manage our resources and plan for the future. We are dedicated to cost-effective open government, professional management, and quality services.

Organizational Values

Civility: We treat everyone with respect, politeness, and courtesy.

Integrity: We are honest, ethical, and committed to doing what is best for our City.

Professionalism: We conduct ourselves in an exceptional manner to produce high quality work.

Transparency: We promote accountability by communicating internally and externally with openness and honesty.

Responsibility: We find purpose in honoring commitments while being reliable and dependable to our citizens.

Excellence: We take pride in providing outstanding service to the community.

Responsiveness: We provide prompt resolution to needs inside and outside of our organization.

Teamwork: We collaborate effectively with our internal and external stakeholders to achieve common goals for the benefit of our City.

STRATEGIC PLAN GOALS & OBJECTIVES

ECONOMIC DEVELOPMENT

To create economic prosperity by diversifying industries, investing in workforce development, and promoting destination locations.

Objectives:

- 1.1 Ensure goods and services are available to meet current and future population demands
- 1.2 Assist businesses seeking to boost productivity and workforce
- 1.3 Foster and establish partnerships with local and regional organizations that can expedite planning and business development

GROWTH MANAGEMENT

To create a vibrant, progressive, and diverse community through sustainable planning for all generations.

Objectives:

- 2.1 Update the Comprehensive Plan and the Land Development Code to include Smart Growth principles that promote an attractive and strong sense of place to create an urban historic downtown, walkable and connected neighborhoods, and mixed use centers, which exhibit innovative urban design.
- 2.2 Update the Comprehensive Plan and Land Development Code to support environmental planning and resource conservation policies through the promotion of efficient land development patterns and alternative mobility strategies to achieve a resilient and healthy environment.
- 2.3 Develop a Connected Opportunity for Regional Employment (CORE) Program that promotes high-tech, high-value jobs through implementation of the City's Target Industries.
- 2.4 Improve the quality of life for St. Cloud residents, businesses, and visitors through high-quality mixed-use developments that provides for environmental justice and choices, increases property values, and which improves the appearance of the City.

INFRASTRUCTURE

To provide safe, sustainable, and resilient infrastructure for the community.

Objectives:

3.1 Create conveniently located spaces for interactions and exchanges to enhance a sense of community with a focus on environmental initiatives such as increased tree covered spaces, clean water/lakes, and green facilities.

3.2 Improve mobility and connectivity together with partner agencies to create a safe, walkable and bikeable community.

3.3 Improve quality of life by planning, maintaining, financing, and upgrading infrastructure, facilities, and outdoor spaces in alignment with city's strategic initiatives, and adopted levels of service standards to meet existing and future growth.

FINANCIAL SUSTAINABILITY

To meet the short and long-term financial needs of the City of St. Cloud.

Objectives:

4.1 Ensure flexibility to effectively respond to changing economic, social, environmental, and/or political conditions and circumstances.

4.2 Manage public funds efficiently to provide infrastructure and public service needs.

4.3 Enhance financial performance and public confidence through transparency, accountability, and consistency.

PUBLIC SERVICE

To provide a high level of service to all internal and external customers.

Objectives:

5.1 Incorporate proven and innovative processes, resources, and technology to enhance effectiveness, efficiency, and consistency.

5.2 Enhance customers' access to City government operations and public meetings to reach a broader audience.

PROFESSIONAL WORKFORCE

To develop and retain qualified talent to provide exceptional services to the community.

Objectives:

6.1 Engage businesses and industries to build relationships for immediate and future workforce needs.

6.2 Improve employee development by incorporating organizational values and providing opportunities for professional growth.

6.3 Attract and retain a qualified and diverse workforce.