

# City of Appleton Strategic Plan



## Mission

The City of Appleton is dedicated to meeting the needs of the community and enhancing the quality of life.



## Vision

Appleton is the place where people can use their talents to thrive.



## Key Strategies

- 1) Responsibly deliver excellent services.
- 2) Encourage active community participation and involvement.
- 3) Recognize and grow everyone's talents.
- 4) Continually assess trends affecting the community and proactively respond.
- 5) Promote an environment that is respectful and inclusive.
- 6) Create opportunities and learn from successes and failures.
- 7) Communicate our success through stories and testimonials.