

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.