

# 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) Promptly deliver excellent services.
- 2) Engage the community.
- 3) Recognize and grow everyone's talents. Recruit and retain an inspired and engaged workforce.
- 4) Continually assess trends affecting the community and proactively respond.
- 5) Promote an environment that celebrates inclusiveness characterized by diversity and respect.
- 6) Create opportunities and foster an environment that recognizes success and failure as a learning experience.
- 7) Communicate our success through stories and testimonials.