

RESOLUTION NO. 6 FOR 2021

A RESOLUTION ADOPTING THE CITY OF SWEET HOME VISION STATEMENT, MISSION STATEMENT AND FISCAL YEAR 2021-2022 CITY COUNCIL GOALS.

WHEREAS, the Sweet Home City Council periodically establishes goals to guide its actions in carryout out the business of the City; and

WHEREAS, the City Council considered and identified its goals on February 5 and February 7, 2021; and

WHEREAS, the City Council has identified the following goals to be worked toward during Fiscal Year 2021-2022.

NOW, THEREFORE, THE CITY OF SWEET HOME DOES RESOLVE AS FOLLOWS:

That the following Vision Statement, Mission Statement and City Council goals are adopted for Fiscal Year 2021-2022

VISION STATEMENT

WE, as City Council, have been entrusted to make decisions that do the most good, for the most people, for the longest period of time to enhance the quality of life for our community.

- I. WE ASPIRE to make Sweet Home a community people find desirable to live in.
- II. WE ASPIRE to have an effective and efficient local government.
- III. WE ASPIRE to provide viable and sustainable infrastructure.
- IV. WE ASPIRE to provide viable and sustainable essential services.
- V. WE ASPIRE to create an economically strong environment in which businesses prosper.

MISSION STATEMENT

The City of Sweet Home will work to build an economically strong community with an efficient and effective local government that will provide infrastructure and essential services to the citizens we serve. As efficient stewards of the valuable assets available, we will be responsive to the community while planning and preparing for the future.

GOAL #1 INFRASTRUCTURE

1. Develop specific steps for implementation of the adopted infrastructure master plans.
 - a. Water
 - b. Sewer
 - c. Streets
 - d. Parks
 - e. Property

2. Increase community awareness of infrastructure needs and appropriate planning documents.
 - a. Water
 - b. Sewer
 - c. Streets
 - d. Parks
 - e. Property

GOAL #2 BE AN EFFECTIVE AND EFFICIENT GOVERNMENT

1. Update and streamline processes
2. Develop continuity in planning and permitting processes.
3. Invest in long-term staff stability & training.
4. Develop transparency in all communication.
5. Continue to implement financial “best” practices
6. Employ sound technology to maximize efficiency.

GOAL 3# ESSENTIAL SERVICES

1. Increase access to quality healthcare services in Sweet Home
 - a. Memory Care
 - b. Senior Assisted Living
 - c. Physical Therapy
 - d. Urgent Care
 - e. Mental/Behavioral Health
2. Look for methods to improve community safety, Police, Community Design, etc.
3. Develop partnerships with regional services and work to connect them with the appropriate members of the public.

GOAL #4 ECONOMIC STRENGTH

1. Implement vitalization programs
2. Support future economic development efforts within City Hall
3. Develop economic and business education opportunities with regional partners

GOAL #5 IMAGE BUILDING

1. Develop a Strategic Marketing Plan.
 - a. Internal Messaging
 - i. Positivity
 - b. External messaging
 - i. Positivity
 - c. Recruitment
 - i. Remote Workers
 - ii. Businesses
2. Branding
 - a. Universal Partnerships
 - b. Unique Resources
 - c. Safe/Healthy Environment
 - d. Affordable
 - e. Community Support

PASSED by the Council and approved by the Mayor this 23rd day of February, 2021.



2-22-21

Mayor



City Manager - Ex Officio City Recorder

