



Mission Statement:

The City of Geneva: Enhancing our community through safe, responsive, and responsible services, programs, and facilities.

Vision Statement:

Geneva: A beautiful and safe community in which to live, work, play, and invest.

Strategic Imperatives:

The City of Geneva will achieve its vision through the effective execution of our mission. We recognize that progress toward our vision is most effectively achieved via the allocation of resources to the following strategic imperatives:

- **Providing Value for Taxpayers:** City Council recognizes that development and maintenance of a community of excellence is not always achieved inexpensively. However, with each opportunity for which public resources are allocated, key decision makers will ask: “How does this add or create value for our taxpayer?” In those instances where value addition or creation is not clear, the City will seek alternate, creative solutions that provide enhanced value for precious taxpayer investment.
- **Enhancing Neighborhoods:** Recognizing that neighborhoods are the building blocks of a successful community, City Council will review every investment with the objective of creating and maintaining safe, vibrant neighborhoods. This will be achieved through decentralization of recreation activities—as a means for neighborhood-based programming, community policing, aggressive code enforcement, and sound land-use planning. City Council will support the development of grass roots neighborhood organizations, as the key to leading the charge toward neighborhood revitalization.
- **Engaged Governance:** Understanding that a well-informed electorate and diversity of ideas contribute to a successful community, City Council will utilize a range of communications tools and feedback avenues to provide citizens with all available information and bountiful opportunities to contribute knowledge, opinion, and expertise to City matters. Additionally, Council will look to staff to provide the same communication loops in an effort to maintain informed strategic oversight of City operations.
- **Economic Development:** Private investment and job creation contribute to community success through diversification of the tax base and enhancement of quality of life for our residents. City Council will continue to make investments in well thought out economic development efforts that attract high-quality commercial activity. Our efforts will be focused on those investments that enhance our posture as a regional tourism center, a haven for small, independent businesses, and promote an industrial sector that provides high-skilled, high paying jobs, while respecting our sensitive watershed environment.