

## **MISSION STATEMENT**

The Mission Statement, adopted in January 1981, states that the City of Visalia strives:

To assure that citizens are provided with:

- a clean, safe, well managed, financially sound, and environmentally pleasant city in which to live;
- a forum for meaningful participation in political decisions affecting their well-being;
- occupational, recreational and cultural opportunities for self-fulfillment.

## **CITY OF VISALIA** **CORPORATE GOALS**

1) See that necessary and desired services are provided:

- Act as a catalyst in the community.
- Improve and evaluate existing community services - both ours and others.
- Foster citizen input.

2) Insure financial solvency:

- Decrease dependence on external revenue sources.
- Reduce costs.
- Focus on income sources.

3) Maintain ability to accommodate growth:

- Foster economic development - commercial and industrial.
- Develop infrastructure.
- Develop plans and policies.

4) Emphasize Development of Human Resources:

- Develop an organizational climate which fosters personal professional growth.
- Develop existing employees.
- Develop current and future management.
- Develop support and enthusiasm among employees.
- Attract and retain competent employees.
- Reward productivity and performance.

5) Maintain Our Positive Corporate Image:

- Communicate with the public, media, other agencies, and employees.

6) Promote Innovation and Creativity in Management:

- Be a leader in the local government industry.