Vision

- Taylor is a vibrant, diverse, friendly, growing community that has retained our historic character and small-town feel. We are financially stable and are known for our…
  - Exceptional mobility/connectivity
  - Diversity of housing and businesses
  - Beautiful parks
  - Engaged citizens
  - Facilities and programs for people in every stage of life

Goals

- Financial – To be good stewards of the City's resources
- Customer – Our residents and businesses are proud to call Taylor home
- Internal Process – Our clearly defined processes and procedures make it easy to do business with the city
- Employee – Our knowledgeable, engaged employees deliver an exceptional customer experience by doing a job they love
- Culture – Our friendly, welcoming environment attracts residents, businesses and visitors

Culture Strategies

- Culture Goal – Our friendly, welcoming environment attracts residents, businesses, and visitors
  - Strategies
    - Increase citizen engagement
    - Attract investment and visitors
    - Sustainable growth/maintain rich heritage

Employee Strategies

- Employee Goal – Our knowledgeable, engaged employees deliver an exceptional customer experience by doing a job they love
  - Strategies
    - Create a Talent Management Strategy (Attract, develop, recognize, retain, and value) that establishes Taylor as an employer of choice
    - Promote the Vision of Council, create focus on big picture and organizational culture

Internal Process Strategies

- Internal Process Goal – Our clearly defined processes and procedures make it easy to do business with the city
  - Strategies
    - Document and optimize processes/procedures
    - Improve access to policies/procedures

Customer Experience Strategies

- Customer Experience Goal – Our residents and businesses are proud to call Taylor home
  - Strategies
    - Promote the City's history, benefits, and amenities internally and externally to develop sense of civic pride
    - Establish and promote our Brand

Financial Strategies

- Financial Goal – To be good stewards of the City's resources
  - Strategies
    - Explore alternative/new revenue streams and funding
    - Increase and diversify the tax base