



# CITY COUNCIL VISION, GOALS, AND STRATEGIES

## 2020

### **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 of every stage of life

### **Goals**

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

### **Financial Strategies**

- Explore alternative/new revenue streams and funding
- Increase and diversity the tax base

### **Customer Experience Strategies**

- Promote the City's history, benefits, and amenities internally and externally to develop sense of civic pride
- Establish and promote our Brand

### **Internal Process Strategies**

- Document and optimize processes/procedures
- Improve access to policies/procedures

### **Employee 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

### **Culture Strategies**

- Increase citizen engagement
- Attract investment and visitors
- Sustainable growth/maintain rich heritage