



MISSION STATEMENT:

The City of Maryville City Council and staff, in cooperation with members of the community is dedicated to enhancing the quality of life, while inspiring economic growth and vitality within the community.

VISION STATEMENT:

Maryville will be renowned as a dynamic community with excellent and responsive public services, where neighborhoods are safe and the economy is vibrant.

VALUE STATEMENTS:

- ❖ **PEOPLE:** People are priority as we value, respect, trust, recognize and effectively communicate in our interactions.
- ❖ **INTEGRITY:** We strive to excel in our performance by exemplifying professionalism and excellence in our service to others.
- ❖ **COMMITMENT:** We are committed to our community through perseverance, dedication and follow through.
- ❖ **TEAMWORK:** Through collaboration with others, we optimize planning, decisions and outcomes.

Key Performance Areas for FY 2012-2013

- Creating Attractive Recreational Opportunities
- Providing Well Managed & Maintained Streets and Infrastructure through Proactive and Reactive Services
- Fostering Diverse Growth and Economic Development
- Ensuring Quality Neighborhoods
- Maintaining a Safe Community
- Establishing Collaborative Relationships with Educational Partners

Goal Statements and Specific Action Items

The City Council has worked to develop some specific goals statements in accordance with the identified key performance areas. City staff will begin analyzing and outlining actions steps to achieve these goals and list them in the annual budget document.

Key Performance Area: Creating Attractive Recreational Opportunities

- Attract a financial investor to build and operate a lodge and restaurant at Mozingo Lake.
- Maintain current level of service at Mozingo Golf & Lake within allotted funding requirements by building a financial strategy to cover operational expenses.

Key Performance Area: Providing Well-Maintained Streets and Infrastructure

- Identify street conditions and establish a budget for a permanent street and improvement program
- Develop a long-range preventative maintenance program to repair and replace key elements of the water system and provide a consistent funding source
- Create and maintain information bases that allow for key infrastructure and equipment decisions to be made

Key Performance Area: Fostering Diverse Growth and Economic Development

- Implement programs to assist in improving the aesthetics of commercial properties within the community
- Provide opportunities and availability for business development by enforcing codes and ordinances.
- Research ordinances and incentives to facilitate occupancy of open store fronts and prevent extended vacancies
- Attract diverse business opportunities; for example, industrial, technological, agricultural by promoting community resources and retaining local talent
- Identify & pursue the revitalization of underutilized properties that have a potential for better commercial use and increased tax base

