

1.03 Mission and Vision Statement

I. Mission Statement

A. Superior Customer Service

1. High level of customer satisfaction
2. Well trained, professional and motivated workforce
3. Services provided in an efficient, economical manner
4. High level of productivity
5. Responsive to citizen needs
6. Easy access to services
7. Better services than where people have come from

B. Financially Sustainable City

1. Diverse tax base and revenue sources
2. Revenues to support defined services
3. Reasonable debt, responsible debt
4. Services that Citizens need
5. Reasonable, equitable taxes, and fees

C. Leader of the Region

1. Leading collaborative problem solving efforts
2. Building effective working relationships
3. Innovative and creative approaches
4. Initiating regional cooperation and partnering
5. Advocacy for Prescott's community interests
6. Professional image from Council to Employees
7. Being the County seat

II. Vision Statement

Prescott is a beautiful, growing City that has a vibrant historic downtown, is the regional economic center for the Tri-Cities, and is a first class tourist destination. The Gem of Arizona.