Vision Statement:

To transform our young city into a mature community that offers its residents and businesses an unsurpassed quality of life featuring abundant recreation, desirable private and public services, varied residential living choices, and well-paying employment opportunities.

Mission Statement:

Maintain a safe and secure environment for the people who live, work, and play in the city.

Promote democracy, inviting citizen involvement while encouraging community self-determination and local control.

Enhance and sustain the economic prosperity of the community and the financial well-being of the city government.

Bring together our community and its resources to address local needs and issues and enhance the quality of life.

Build quality public and private facilities, emphasizing recreational and cultural activities for all ages and interests.

Foster harmony among diverse community groups by providing opportunities for improvement, respecting cultural differences, and treating people equally and fairly.

Respect and conserve our environmental resources for the health and enjoyment of our citizens and future generations.

Advocate for and effectively represent the city’s interests with other governmental and private institutions, and establish cooperative partnerships to improve the quality of life in the region.

Exemplify good government by operating a city business that is open and ethical, customer-friendly, cost-conscious, innovative, technologically advanced, and forward-thinking.

Cultivate a challenging and rewarding work environment—as a “model employer”—that supports our employees and their families, develops people, promotes teamwork, and celebrates humanity.