

Vision Statement

With each goal, participants were asked to write one word or small series of words that would describe what the community would look like in three years if we had accomplished each goal.

<p>Goal 1: Expand and Improve Development in the Community</p> <ul style="list-style-type: none"> • Growth • More taxable valuation/revenue • Diverse options • Rebirth (infill) • Progress • Thriving 	<p>Goal 2: Enhance Marshalltown's Public Image</p> <ul style="list-style-type: none"> • Consistent branding • Excitement • Pride • Inviting
<p>Goal 3: Continually Improve the City's Organization and Services</p> <ul style="list-style-type: none"> • Quality of life • Safer community • Fluid processes/zero backlog • Efficient • Happy • Customer-focused • Receptive 	<p>Goal 4: Partner with Citizens, For-Profit, Non-Profit and Other Groups to Improve Quality of Life</p> <ul style="list-style-type: none"> • No poverty • Prosperity • Active community • Vibrant community

1. Prideful and prosperous, Marshalltown is a community where anyone can experience an active and vibrant quality of life.
2. Marshalltown's progress and growth has enhanced the quality of life and prosperity of those who live here.
3. Marshalltown is a vibrant, thriving community that takes pride in where we are and where we are going.
4. More than ever a diverse community striving to provide a thriving place to live, play, and learn.
5. More than ever a diverse community motivated to provide a thriving place to live, play, and learn.
6. More than ever a diverse community striving to provide a prosperous place to live, play, and learn.
7. More than ever a diverse community striving to provide an inviting place to live, play, and learn.
8. A resilient community working together to be Marshalltown Strong.
9. More than ever an organization focused on the revitalization of our community to provide quality of life.
10. Delivering quality public services to a diverse community with pride and respect.
11. Delivering quality public services to a diverse community to provide a thriving place to live, play, and learn.
12. Community-oriented organization providing public service to promote a prosperous, active, vibrant community.
13. As one of Iowa's most diverse communities, the City of Marshalltown will uphold its sense of community pride and quality of life.
14. Marshalltown invests in its community to provide a thriving place to live, play, and learn.
15. The City of Marshalltown will be recognized for its transformative efforts to continue to rebuild our community as a safe, inviting place to live, play, and learn.