



# City of Kentwood

## Strategic Areas of Focus

Quality Services • Strong Neighborhoods • Sustainable Economy

## Strategic Objectives

### 1. Maintain financial vitality to provide **quality services**

to help our community remain educated, healthy and mobile

- a. Provide responsive, cost effective and quality community services to maintain a low tax to high service ratio
- b. Develop quality community infrastructure through planning and effective asset management
- c. Create a healthy and active community through programming and awareness
- d. Develop an accessible community through quality infrastructure

### 2. Support safe, livable and **strong neighborhoods** in a prosperous, diverse city

- a. Maintain departmental and community collaboration to ensure a safe and prepared community
- b. Support a diverse selection of housing options within the community
- c. Create vibrant and attractive places and spaces
- d. Be proactive with community engagement

### 3. Promote a healthy, **sustainable economy** reflecting community values

- a. Cultivate a business friendly environment through an “open for business” approach.
- b. Champion collaborative partnerships that drive economic growth
- c. Foster an entrepreneurial environment that supports existing and emerging businesses
- d. Be proactive with business recruitment, retention and engagement activities





# City of Kentwood

## Vision

The City of Kentwood is a diverse Michigan community where people can find opportunity, safety, health, and happiness.

## Mission

The City of Kentwood provides high quality services to foster a thriving community for all.

## Core Values

**Extraordinary Customer Service:** We provide responsive and consistent customer service. We listen to each other and to the public in our effort to deliver services in a respectful manner.

**Integrity:** We safeguard our fiscal and natural resources through best management practices and transparency. We hold ourselves accountable to ensure public trust.

**Equity:** We believe in fairness and helping people in the way they need to be helped. We recognize, embrace and champion the differences that make us unique.

**Communication:** We actively inform the community of our activities and encourage community collaboration in all aspects of municipal government.

**Leadership:** We are team players that encourage innovative solutions to meet community needs. We work to the highest standards of proficiency and are creative problem solvers.