



# STRATEGIC PLAN

This planning document will guide the business decisions for the City of Marion in FY2018 and FY2019. It was developed through a two-day strategic planning session in November 2016 by an outside facilitator. City administrators, department heads and elected City Council members worked collaboratively to chart the course for Marion's growth.

**Marion is an innovative community with unequalled opportunity and vibrant neighborhoods, supported by world-class citizens, business, and industry. Here, we reach higher and achieve more.**

## SETTING THE STAGE

In order to achieve the City's vision, participants in the strategic planning session identified four short-term action items to accomplish before July 1, 2017.

- Revisit City facility priorities and develop an action plan
- Complete strategic planning and funding allocations for large projects
- Evaluate the current organizational structure
- Establish a process for increased collaboration with boards and commissions



Enhance Quality of Life



Protect the Environment

## SEEING THE VISION



Collaborate to Help Children



Expand/Install Infrastructure

## BRAND PROMISE

**Marion is the best place in Iowa to raise a family and grow a business. Here, you can reach higher!**



**Become Zero Waste and Energy Independent**

**Lead Planned Growth**

**Redevelop the Central Corridor into a Vibrant City Center**

## STRATEGIC PRIORITIES

**Implement Higher Design Standards**



**Improve Transportation System, including Comprehensive Trail System**