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 unequaled opportunity and vibrant neighborhoods, supported by world-class citizens, business, and industry. Here, we reach higher and achieve more.

**STRATEGIC PLAN**

**BRAND PROMISE**

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

Marion Iowa
Reach higher!

**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

**SEEING THE VISION**

- Enhance Quality of Life
- Protect the Environment
- Collaborate to Help Children
- Expand/Install Infrastructure

**STRATEGIC PRIORITIES**

- Become Zero Waste and Energy Independent
- Lead Planned Growth
- Redevelop the Central Corridor into a Vibrant City Center
- Improve Transportation System, including Comprehensive Trail System

- Implement Higher Design Standards