



CITY OF **BUTLER MISSOURI**

Strategic Plan Framework 2024-2026

MISSION STATEMENT

We will achieve Butler's community vision by doing things the best way, not just the expected or old way.

GOAL 1

Economic Development

STRATEGIES

1. Identify areas of opportunity for economic development.
2. Attract and retain exceptional employers that call Butler home.
3. Increase local participation with the business community to drive economic sustainability.
4. Leverage strong community and regional partnerships to build equitable and innovative ties.
5. Retain and grow existing businesses that create jobs and that are of strategic benefit to the community.



GOAL 2

Communication

STRATEGIES

1. Support community engagement with open, honest, and timely communication.
2. Update City ordinances so the citizen's have the most correct and updated information.
3. Support effective internal communication that results in employee satisfaction and increased productivity.



GOAL 3

Public Safety

STRATEGIES

1. Respond effectively to emergencies and disasters through community engagement, staff preparedness and skilled communication.
2. Foster increased safety awareness and overall quality of life.
3. Provide resources that enable law enforcement and fire department to serve and protect life, property and reduce crime.
4. Support quality roads and infrastructure and encourage efforts to maintain our current assets.



GOAL 4

A welcoming, connected, and resilient community

STRATEGIES

1. Foster a distinctive and inclusive city that community members can be proud of.
2. Commit to developing diverse housing opportunities that are financially accessible and encourage homeownership.
3. Encourage a strong sense of active community relationships/partnerships.
4. Cultivate vibrant mixed-used districts and social gathering and high quality recreational spaces.



GOAL 5

Leadership

STRATEGIES

1. Recruit, retain and develop a diverse, professional staff and volunteers.
2. Provide the tools, resources, environment, and encouragement to build a high performing team.
3. Foster a quality work culture where people model the core values of integrity, collaboration, innovation, and public accountability.



VISION

Our team works every day to continually improve our community's quality of life and to raise the bar for government services. We are committed to excellence through Integrity, Collaboration and Innovation.