



**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.