

Vision Statement Worksheet

A vision is a long term, enduring, aspirational view of a community, business or other type of organization. A vision should be based in reality to be meaningful, describing an outcome that is a stretch but viewed as achievable. A vision should also be believable and relevant, building a tangible image in people's minds, providing inspiration, purpose and direction. A vision is not necessarily where the community is today rather it's where the community wants to be in the distant future (10 years, 20 years, 30 years).

A vision without envisioning is just more marketing collateral. It is imperative to discuss the city's ambition for the future, prior to coming up with a vision statement. The following items should help form the vision for the future:

1. **Where are we headed?** *The answer to this question is the vision – the destination, the point of reference the city is always working toward, the ultimate picture of success. The vision is completely unchanging.*
 - a. What problem(s) does my organization seek to solve?
 - b. Why do I believe this problem needs to be addressed?
 - c. Does this problem matter to other people?
 - d. Do I honestly believe we have the answer to that problem? (elaborate)
 - e. Are there changes I believe my organization can make?
 - f. What are the greatest strengths of my organization?
 - g. What is my dream for this organization?
 - h. How would things be different if my dream came true?
 - i. Does my dream connect on a personal level with others?

Mission Statement Worksheet

A mission statement is a statement of purpose and communicates the city council or municipality's current key objective(s) and/or services to meet the needs of its citizens and communities. A mission statement should concisely explain who the target stakeholders are, how the needs of the stakeholders are being met (the services and city environment) and the distinctiveness of the offering (what makes the city special and/or the special values held to deliver the mission).

The mission statement should let citizens and communities understand your reason for being and act as a guide to its employees and citizens. The mission statement should inform strategy and decision making and incorporate the ethics and culture of the organization. The statement is generally short, either a single sentence or a short paragraph.

1. **What is the city's fundamental purpose?** *The answer to this question is the mission – what we do for the stakeholders of Dunnellon should be articulated to include answers the following questions:*
 - a. Who are the city's target stakeholders?
 - b. What are the needs within our community?
 - c. How does the city currently help with those needs?

Values Statement Worksheet

A values statement represents the core beliefs of an organization that inspire and guide its choices in the way it operates and deals with people. These values should be imbedded in both the mission and the vision and part of all internal and external communications.

Example: “artistic excellence; access for all; and musical friendships;”, “respect, communication and transparency”, “continuous learning, constant improvement, and a commitment to quality”.

1. What are the key values that guide our city?
2. How will we define and implement these values for our city?
3. Do they inspire pride and bring out the best in us?

Vision Statement Sample (created for Dunnellon):

The City of Dunnellon is committed to a vibrant future by providing its residents, businesses and visitors with the most promising life experience, from our core values, to our beautiful natural resources, to our visionary growth. We will strive to become economically sustainable through process efficiencies and additional revenue streams, while moving Dunnellon toward a future of becoming a vibrant, healthy community that protects and honors our traditions and history while embracing the innovation and diversity needed for our most rewarding future.

Author's answers to questions from worksheet:

- 1) What problem(s) does the city seek to solve?
 - a) Development area within the city
 - b) Revenue generation
 - c) Imbalanced zoning regulations
 - d) Outdated city code
- 2) Why do I believe this problem needs to be addressed?
 - a) Expansion of current city limits will bring opportunity for revenue and growth. However, additional staff will be needed = more revenue needed.
 - b) Additional revenue streams will enable the city to immediately address infrastructure needs thereby increasing the value and efficiency of our government.
- 3) Does this problem matter to other people?
 - a) Yes
- 4) Do I honestly believe we have the answer to that problem? (elaborate)
 - a) Yes. However, minimal city staffing leaves little time for the dedicated attention needed to make these changes.
- 5) Are there changes I believe the city can make?
 - a) Yes. All of the above changes can be made with adequate resources available to the city.
- 6) What are the greatest strengths of the city?
 - a) Dedication of its employees and citizens.
 - b) Tourism destination
- 7) What is my dream for the city?
 - a) To become financially and developmentally prosperous and sustainable, while strengthening the community ties by providing resources needed to help the community beautify while improving the quality of life for its citizens.
- 8) How would things be different if my dream came true?
 - a) Less crime, more diversity and cohesion
- 9) Does my dream connect on a personal level with others?
 - a) I believe so.

Mission Statement Sample (created for Dunnellon):

The City of Dunnellon will maximize opportunities for social and economic development that improves the quality of life for all residents working and living in the city, while restoring the city's beauty and maintaining our most precious natural resources that keeps visitors returning year after year.

Author's answers to questions from worksheet:

1. What is the city's fundamental purpose?
 - a. To maintain existing assets while growing the city in a positive direction.
2. Who are the city's target stakeholders?
 - a. Its citizens and businesses
3. What are the needs within our community?
 - a. Additional development area; additional revenue sources; vision for the future
4. How does the city currently help with those needs?
 - a. Researching grant opportunities; making updates to the Code.