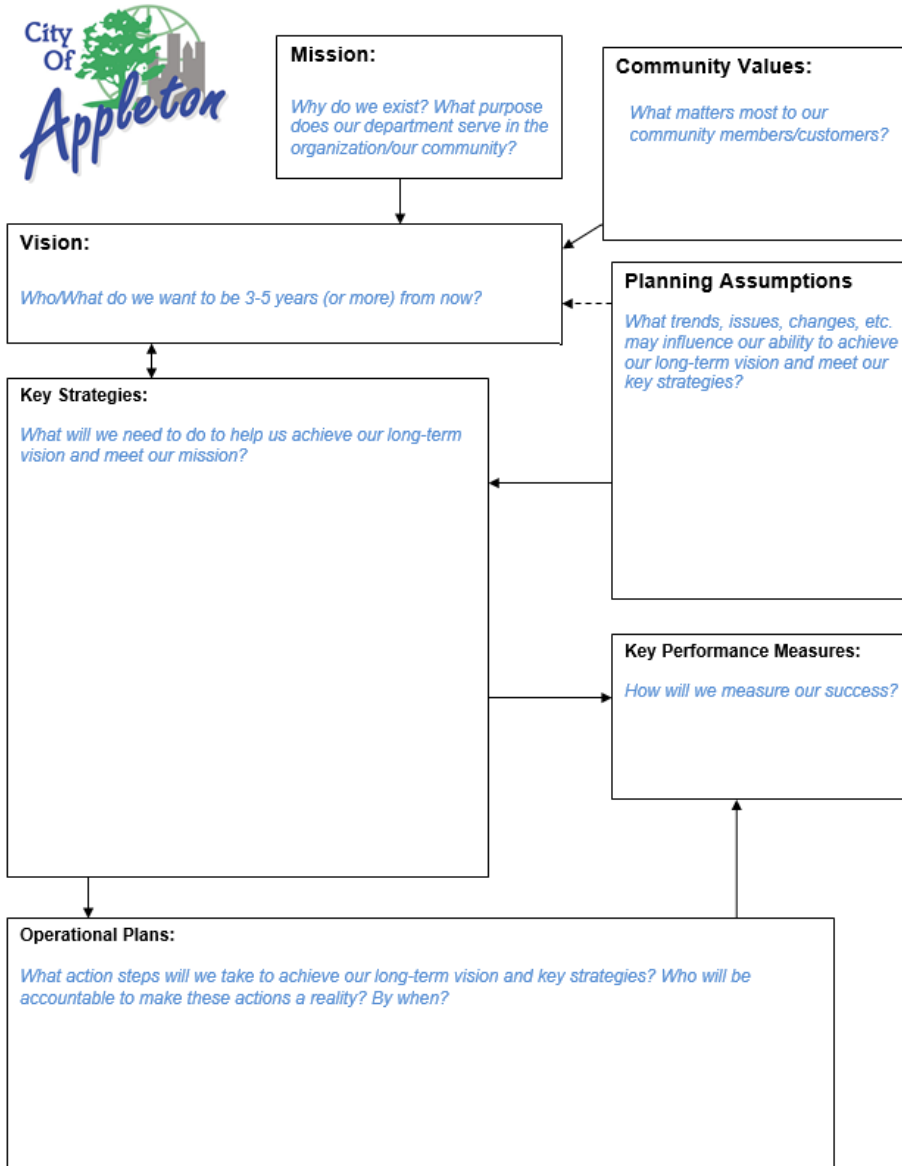


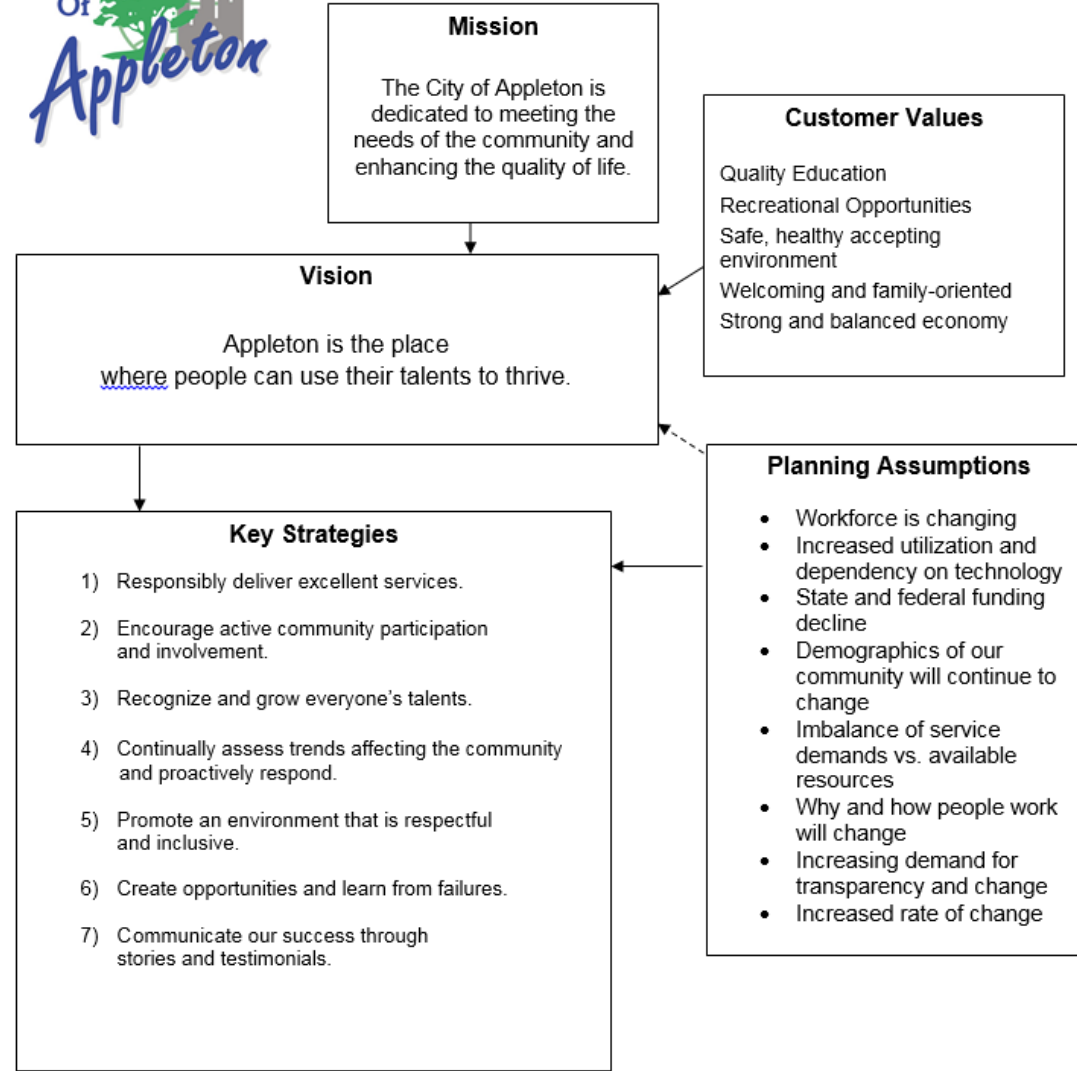
# City of Appleton

# Strategic Plan



# City of Appleton

# Strategic Plan



## Mission

The City of Appleton is dedicated to meeting the needs of the community and enhancing the quality of life.

# Vision

Appleton is the place where people can use their talents to thrive.

# Planning Assumptions

- Workforce is changing
- Increased utilization and dependency on technology
- State and federal funding decline
- Demographics of our community will continue to change
- Imbalance of service demands vs. available resources
- Why and how people work will change
- Increasing demand for transparency and change
- Increased rate of change

# Strategies

- Responsibly deliver excellent services.
- Encourage active community participation and involvement.
- Recognize and grow everyone's talents. Continually assess trends affecting the community and proactively respond.
- Promote an environment that is respectful and inclusive.
- Create opportunities and learn from successes and failures.
- Communicate our success through stories and testimonials.

# Appleton Rankings

- Appleton ranked 3<sup>rd</sup> best city in the country to live in on the average \$55,000/year salary – Nov. 18
  - [https://smartasset.com/checking-account/best-cities-to-live-on-a-55000-salary-2018-edition?fbclid=IwAR3ogp\\_Zbrlv9wneG6RnsarYFfSKLunjst\\_WCNHqtl7H5anDVbcM--fRhMg](https://smartasset.com/checking-account/best-cities-to-live-on-a-55000-salary-2018-edition?fbclid=IwAR3ogp_Zbrlv9wneG6RnsarYFfSKLunjst_WCNHqtl7H5anDVbcM--fRhMg)
- Appleton ranked in top 5% of small cities in the country – Oct. 18
  - [https://wallethub.com/edu/best-worst-small-cities-to-live-in/16581/?fbclid=IwAR1w7Rnfh1r1ABmEe39GVKhd9sisTqsfX\\_YNWLBDtYvTUUm4zkiZKGOudCw](https://wallethub.com/edu/best-worst-small-cities-to-live-in/16581/?fbclid=IwAR1w7Rnfh1r1ABmEe39GVKhd9sisTqsfX_YNWLBDtYvTUUm4zkiZKGOudCw)
- Appleton ranked #30 best small city in the country for start-up businesses – Aug. 18
  - <https://go.verizon.com/resources/the-best-small-cities-to-start-a-small-business/>
- Appleton ranked #2 city in the country for children – Aug. 18
  - <https://smartasset.com/mortgage/best-places-for-children-2018>
- Appleton ranked most engaging and best over local government on social media – Jun. 18
  - <https://blogs.uoregon.edu/publicmanagement/>
  - <https://www.postcrescent.com/story/news/2018/06/06/appleton-university-oregon-most-engaging-social-media-presence-local-government/674793002/>

# Appleton Rankings

- Appleton ranked **#1** city in the country for millennials buying homes – Apr. 18
  - <https://www.realtor.com/news/trends/rule-the-roost-millennials-buy-the-most-homes-in-these-metros/>
- Appleton ranked **21<sup>st</sup>** “coolest” small city in the country – Jan. 18
  - <http://travel.alot.com/themes/30-best-small-cities-in-the-united-states--15391?s=21>
- Appleton ranked **50<sup>th</sup>** best small city in the country by WalletHub – Oct. 17
  - <https://wallethub.com/edu/best-worst-small-cities-to-live-in/16581/>
- Appleton ranked **48<sup>th</sup>** best place to live by 24/7 Wall St. – Oct. 17
  - <http://www.appleton.org/Home/Components/News/News/14626/18?backlist=%2f>
- Appleton ranked **#3** best place in the country for children by SmartAsset – Aug. 17
  - <https://smartasset.com/mortgage/best-places-for-children-in-2017>
  - <http://www.appleton.org/Home/Components/News/News/11587/18?backlist=%2f>



# Appleton Rankings

- Appleton ranked one of best places to “Build a forever home.” – April 17
  - <https://www.appleton.org/Home/Components/News/News/11521/18?backlist=%2fhome>
- Appleton ranked #5 in the nation for Health Systems – March 17
  - [http://www.commonwealthfund.org/interactives/2017/mar/state-scorecard/?utm\\_source=&utm\\_medium=&utm\\_campaign=](http://www.commonwealthfund.org/interactives/2017/mar/state-scorecard/?utm_source=&utm_medium=&utm_campaign=)
- Appleton ranked as “Overlooked dream city.” – March 17
  - <http://www.appleton.org/Home/Components/News/News/11492/18?backlist=%2fhome>
- Appleton ranked #24 best place to live in the country – Sept. 16
  - <http://time.com/money/collection/best-places-to-live/50-best-places-to-live/>
  - <http://www.appleton.org/Home/Components/News/News/8396/18?backlist=%2F>