

## **Mission Statement**

The mission of the City of Prescott is to provide **Superior Customer Service**, to create a **Financially Sustainable City**, and to serve as the **Leader of the Region**.

### **Superior Customer Service**

- High level of customer satisfaction
- Well trained, professional and motivated workforce
- Services provided in an efficient, economical manner
- High level of productivity
- Responsive to citizen needs
- Easy access to services
- Better services than where people have come from

### **Financially Sustainable City**

- Diverse tax base and revenue sources
- Revenues to support defined services
- Reasonable debt, responsible debt
- Services that Citizens need
- Reasonable, equitable taxes, and fees

### **Leader of the Region**

- Leading collaborative problem solving efforts
- Building effective working relationships
- Innovative and creative approaches
- Initiating regional cooperation and partnering
- Advocacy for Prescott's community interests
- Professional image from Council to Employees
- Being the County seat