



DRAFT VISION AND CORE VALUES

June 2017

Introduction

The following draft vision and core values build off of the vision statement and core values included in Greeley's current comprehensive plan, and incorporates feedback received from the community during a number of public meetings and online activities held throughout early 2017. Together, the vision statement and core values express what is most important to Greeley's residents as they look to the future, and will be used as a guide during the update of the comprehensive plan to ensure the goals and policies included in the document align with the community's vision and help support achieving the core values.

Draft Vision Statement

Greeley values and respects the diversity of its people, cultures, neighborhoods, and resources in a manner that creates and sustains a safe, unique, united, vibrant, and rewarding place in which to live, work, learn, grow, and play. The community promotes a healthy and diverse economy, and a high quality of life that is responsive to all its residents, businesses and neighborhoods.

Draft Core Values

- **Excellence** in actions, attitude, and leadership
- **Proactive, progressive, and balanced economic development**
- **Safe, healthy, and inclusive** community
- **Sustainable patterns of growth and development**
- Responsible stewardship of **natural resources and the environment**
- **Distinctive character** and outstanding **recreational and cultural amenities**
- High quality **infrastructure and services**
- **World-class water resources and management**
- **Rich history and diversity** of people, customs, culture, and ideas
- Thriving, connected, and inclusive **neighborhoods**, in all the city
- **Premier educational system** and commitment to life-long learning
- **Public/private cooperation** to achieve and maintain exceptional community benefits