



VISION TO BE THE CITY OF CHOICE IN NORTHEAST OHIO FOR RESIDENTS, BUSINESSES, AND STUDENTS SEEKING ENRICHING COMMUNITY EXPERIENCES THAT WILL LAST A LIFETIME.

MISSION TO CREATE SOCIAL, ECONOMIC, AND LIFESTYLE OPPORTUNITIES IN A SAFE, VIBRANT AND DIVERSE ENVIRONMENT THAT CONNECTS PEOPLE TO THEIR COMMUNITY IN A PERSONAL WAY.

STRATEGIC VALUES	FINANCIAL HEALTH	ECONOMIC GROWTH AND DEVELOPMENT	NATURAL RESOURCES	EXCEPTIONAL QUALITY OF LIFE	SAFE COMMUNITY	STRONG DISTINCT NEIGHBORHOODS	CITY/UNIVERSITY SYNERGY	GOVERNMENT PERFORMANCE
KEY RESULTS	<ol style="list-style-type: none"> BALANCED BUDGET DIVERSIFIED REVENUE BASE GOOD BOND RATING ADEQUATE RESERVE FUNDS 	<ol style="list-style-type: none"> NEW JOB CREATION VIBRANT DOWNTOWN EFFECTIVE NETWORK OF ENTREPRENEURSHIP CONSISTENT PRIVATE REINVESTMENT 	<ol style="list-style-type: none"> PRESERVE NATURAL RESOURCES PROMOTE ECO-FRIENDLY ACTIVITIES GOOD PARK /TRAIL SYSTEM 	<ol style="list-style-type: none"> MODERN URBAN AMENITIES WITH SMALL TOWN CONVENIENCES ENTERTAINMENT, ARTS & CULTURE OPPORTUNITIES SHOPPING/DINING CHOICES 	<ol style="list-style-type: none"> PEOPLE FEEL SAFE HELP ARRIVES FAST FIRST RATE TALENT & TECH 	<ol style="list-style-type: none"> INCREASING RATE OF OWNER OCCUPIED HOUSING PROMOTE PROPERTY MTCE. & REINVESTMENT NEIGHBORHOODS ARE ENGAGED 	<ol style="list-style-type: none"> FREQUENT COLLABORATION JOINT PLANNING LEVERAGE ASSETS & RESOURCES 	<ol style="list-style-type: none"> COST SAVING INNOVATIONS SERVICE IMPROVEMENT INITIATIVES CITIZEN FRIENDLY
KEY MEASURES	<ol style="list-style-type: none"> REVENUES > EXPENSES MAINTAIN 65% INCOME TAX SHARE FROM PRIVATE SECTOR MINIMUM \$7 MILLION RESERVE BALANCE 	<ol style="list-style-type: none"> INCOME TAX GROWTH NUMBER OF NEW BUSINESS STARTS TARGET \$750,000 PRIVATE REINVESTMENT PER YEAR 	<ol style="list-style-type: none"> ENERGY SAVING/YR. % SIDEWALKS REPAIRED / YEAR RIVER CLEAN UP 	<ol style="list-style-type: none"> COMMUTE TIME NO. OF REC PROGRAM PARTICIPANTS NO. OF ARTS & CULTURE EVENTS DOWNTOWN 	<ol style="list-style-type: none"> LOW INCIDENCE OF SERIOUS CRIME FAST RESPONSE TIMES 	<ol style="list-style-type: none"> INCREASING % OF OWNER OCCUPIED NUMBER OF HOUSING CITATIONS ISSUED 	<ol style="list-style-type: none"> NUMBER OF JOINT INITIATIVES PERCENT OF COLLABORATIVE OBJECTIVES MET 	<ol style="list-style-type: none"> CITIZEN SATISFACTION WITH CITY SERVICES SAVINGS/YEAR NEW SERVICE INITIATIVES/YR.

STRATEGIC FOCUS 2018	1. COMMUNITY ENGAGEMENT	2. NEIGHBORHOOD ENRICHMENT	3. ECONOMIC DEVELOPMENT
KEY ACTION STEPS	<ol style="list-style-type: none"> ASSIST IN COMPASSIONATE CITY/WELCOMING CITY/AGE FRIENDLY DESIGNATIONS (ONGOING) LAUNCH ONE-KENT, HEART & SOUL INITIATIVE (NEW) EVALUATE AND IDENTIFY OPPORTUNITIES FOR INTER-GENERATIONAL ENGAGEMENT, E.G., SENIOR LIVING, SENIOR CENTERS, (NEW) UPDATE THE KENT ZONING CODE, COMPLETING PHASE I OF THE ZONING UPDATE (NEW) SUPPORT OPPORTUNITIES TO EXPAND COMMUNITY ENGAGEMENT, COMMUNITY POLICING, COMMUNITY RELATIONS, NEIGHBORHOOD PLANNING, COMMUNITY HEALTH, IN SERVICES AND PUBLIC SPACE. (ON-GOING) 	<ol style="list-style-type: none"> TRANSLATE HOUSING STUDY FINDINGS INTO UPDATED ZONING CODE (ONGOING) IMPLEMENT RENTAL REGISTRATION PROGRAM (NEW) ADVOCATE "STRATEGIC" HOUSING REDEVELOPMENT OPTIONS (ON-GOING) IMPROVE CONDITION OF NEIGHBORHOOD INFRASTRUCTURE, E.G., STREETS, SIDEWALKS, BIKE TRAIL CONNECTIONS (ON-GOING) ENHANCE NEIGHBORHOOD IDENTITY, POINTS OF PRIDE, NEIGHBORHOOD PLANNING AND NEIGHBORHOOD PROJECTS (ON-GOING) 	<ol style="list-style-type: none"> CONTINUE STRATEGIC REDEVELOPMENT FOR UNDER-UTILIZED DOWNTOWN PROPERTIES (ON-GOING) COMPLETE IMPLEMENTATION OF DOWNTOWN PARKING PLAN; MONITOR CAPACITY (ON-GOING) SUPPORT OPPORTUNITIES TO EXPAND REDEVELOPMENT BEYOND DOWNTOWN (ON-GOING) COMPLETE TRANSFER OF AMETEK PROPERTY (ON-GOING) ASSIST IN THE REDEVELOPMENT OF STAR OF THE WEST AND NEW "MILL DISTRICT" (ON-GOING) EXPAND "DESTINATION" CULTURAL EVENTS, ARTS, AND INTERNATIONAL OFFERINGS (ON-GOING)