



**Our Vision**  
To Be The Best City  
To Live, Work And Play

**Our Mission**  
Strengthening Our Community; Attracting People And Investment

**Our Overall Goal: Building Prosperity; Economic Development**  
Promoting retention, growth and diversification, while enabling investment in our City

**Our First**

**Pillar**

**Long Term  
Financial  
Planning**

Incorporating and balancing debt management, capital investment, asset management and sustainable funding for current infrastructure

**Our Second**

**Pillar**

**Affordable  
Living**

Encouraging and enabling affordable living through innovative approaches and practices

**Our Third**

**Pillar**

**Active  
Healthy  
Lifestyle**

Ensuring contribution to the ongoing quality of life through daily spaces, parks, green space and multi-use paths

**Our Foundation**  
Outstanding Customer Service Through Organizational Excellence and Best Practices

Creating an environment that enables all employees to deliver quality public services while ensuring effectiveness and efficiency

**The City Of Stratford Strategic Priority Framework**