



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 70% PRIVATE TAX SHARE MAINTAIN AA3 BOND RATING MINIMUM \$7 MILLION RESERVE BALANCE 	<ol style="list-style-type: none"> 2% JOB GROWTH/YR. DOWNTOWN BUSINESS VACANCY RATE NUMBER OF NEW BUSINESS STARTS \$1 MILLION PRIVATE REINVESTMENT/YEAR 	<ol style="list-style-type: none"> ENERGY SAVING/YR. TRANSIT RIDERSHIP % ACRES OF PARK LAND/TREE COVER RIVER QUALITY 	<ol style="list-style-type: none"> COMMUTE TIME NO. OF REC PROGRAMS NO. OF ARTS & CULTURE EVENTS NUMBER OF ARTS & CULTURE EVENTS 	<ol style="list-style-type: none"> LOW INCIDENTS OF CRIME HIGH CRIME CLEARANCE RATE FAST RESPONSE TIMES 	<ol style="list-style-type: none"> % OF OWNER OCCUPIED NUMBER OF HOUSING CITATIONS NUMBER OF NEIGHBORHOOD COUNCIL MEETINGS 	<ol style="list-style-type: none"> NUMBER OF JOINT INITIATIVES PERCENT OF COLLABORATIVE OBJECTIVES MET 	<ol style="list-style-type: none"> CITIZEN SATISFACTION SURVEY SAVINGS/YEAR NEW SERVICE INITIATIVES/YR.

STRATEGIC OBJECTIVES	FOR KENT TO	TO MAKE KENT....	TO LEVERAGE KENT'S...
KEY ACTION STEPS	<ol style="list-style-type: none"> 	<ol style="list-style-type: none"> 	<ol style="list-style-type: none">
KEY MEASURES	<ol style="list-style-type: none"> 	<ol style="list-style-type: none"> 	<ol style="list-style-type: none">