

VISION 2020



Town of Apple Valley

Mission Statement: To provide a better way of life through local control of public safety, development, services and amenities; enhancing our residents' lives and providing for our community's future.



Vision Statement: A premier community, full of first-class amenities, events, and employment opportunities, Apple Valley will lead the High Desert in public safety and environmental stewardship defining "A Better Way of Life."

1. **A SAFE COMMUNITY** – Maintain and enhance the high level of public safety in Apple Valley.

2. **ADEQUATE AND WELL MAINTAINED INFRASTRUCTURE** – Provide the infrastructure necessary for Apple Valley's residents and businesses to live and grow.

3. **A THRIVING ECONOMY** – Enhance and expand the Town's economic base.

4. **A STRONG TRANSPORTATION SYSTEM** – Develop and maintain a comprehensive transportation system.

5. **AMPLE PARKLAND AND DIVERSE RECREATIONAL OPPORTUNITIES** – Maintain the Town's network of parkland and recreational opportunities.

6. **HIGHEST QUALITY STAFF** – Retain the highest quality Town staff.

7. **PROMOTE PARTNERSHIPS** – Develop meaningful partnerships in both the public and private sectors, increasing opportunities for funding projects and supporting economic development.

8. **REVENUE GENERATION** – Explore options for departments to provide revenue-generating services. Identify potential revenue streams in both public and private sectors.



Adopted April 11, 2012