

## Our Mission:

*“Deliver essential & desired services to the Greenville community creating a vibrant, enriched quality of life.”*

## Our Guiding Core Values:

The following values reflect our beliefs about the roles and responsibilities of our organization:

**Accountability** – We are responsive and transparent to the public in our roles, functions and actions as an organization and as individuals representing the Town.

**Teamwork** – We work together effectively as a team, and in collaboration with other governmental agencies, private entities and community partners.

**Integrity** – We uphold the high standards, skills, competence, and professionalism of our individual position within the organization and community.

**Leadership** – We are creative, learn from experience and results, and seek out new and efficient ways to solve problems and serve the public.

**Service Excellence** – We believe it is our duty to provide responsive, friendly and efficient service to our citizens and visitors.

**Diversity** – We embrace diversity; differences in experience, opinion and background are vital to our decision-making process.

## Our Vision:

*“We envision developing Greenville into the desired community of the Fox Valley for families and businesses of today and tomorrow.”*

*By 2030 we will create opportunities by:*

- *Planning for sustainable growth and economic development;*
- *Preserving our community heritage;*
- *Developing multi-modal transportation options;*
- *Promoting public safety and healthy lifestyles;*
- *Fostering education and technology;*
- *Maintaining fiscal responsibility.*

## **Strategic Directives:**

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### **Directive #1: *Improve & maintain public infrastructure.***

*The Town of Greenville will plan, provide and maintain functionally appropriate, sustainable, accessible and high quality infrastructure and facilities to serve the needs of its citizens, businesses and visitors.*

### **Directive #2: *Strengthen financial health.***

*The Town of Greenville will assure the efficient and responsible use of public funds for current and planned community needs. The Town will do this by seeking efficiencies in the delivery of operational services, maintaining a balanced relationship in financing capital improvements through utilization of current revenues and issuance of long term debt, maintaining healthy contingency reserves and effectively managing risks.*

### **Directive #3: *Provide effective governance.***

*Through a citizen-centered approach to communications and recruitment, we aim to empower our diverse citizenry to participate in local government activities and decision making. The Town of Greenville is committed to making & implementing policy decisions in a manner that provides accountable, innovative and results-focused government.*

### **Directive #4: *Safeguard public health, safety & welfare.***

*The Town of Greenville will strive to protect the lives and property of our residents, visitors and taxpayers. The Town will accomplish this through the professional delivery of community policing, emergency medical services, fire & rescue operations, municipal code enforcement, building inspection and emergency management.*

### **Directive #5: *Preserve community heritage.***

*The Town of Greenville will nurture our community's cultural fabric by advancing the appreciation of our diverse histories, new and old traditions, and the arts. The Town will champion outdoor recreation and scenic beauty as essential components of Greenville's healthy lifestyle and agricultural economy by preserving and increasing peoples' ability to connect with and enjoy our natural environment.*

### **Directive #6: *Encourage sustainable community development.***

*The Town of Greenville will encourage planned community & economic development to assure the quality of life and economic vitality of the entire community. The Town will accomplish this by managing development through the implementation of the Town's Comprehensive Plan, enforcement of the Town's zoning code, and compliance with county, State and federal requirements.*