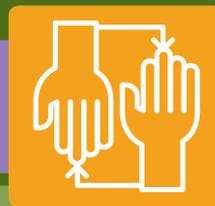


TOWN of WAKE FOREST 2017-2022
STRATEGIC PLAN



TOWN of
WAKE FOREST



Updated by the Wake Forest Board of Commissioners ▲ JUNE 2019

As we look to the future, Wake Forest must plan for how it will continue providing services in a manner that efficiently meets the needs of our growing and ever-changing community.

The Wake Forest Strategic Plan charts our course for the next five years towards providing an excellent and sustainable quality of life for our citizens.





MISSION STATEMENT

The Town of Wake Forest is committed to improving the quality of life in our community by preserving our character, fostering economic opportunities, strengthening our neighborhoods, delivering superior services and embracing the diversity of our citizens.

VISION

A vibrant and diverse community that provides superior public services and an exceptional quality of life.

We embrace the Town's core values of **CARING, COMMITMENT, INTEGRITY** and **INNOVATION**.

GOAL 1

Economic Development

STRATEGIES

Foster environment that supports growth and expansion

Promote Wake Forest as a destination for investment, community and visitors





Safe & Connected Community

STRATEGIES

Provide opportunities for residents to become more involved in Town government

Facilitate the installation of development-related infrastructure through the use of innovative technologies and streamlined processes



GOAL 3

Values-Based Organizational Culture

STRATEGIES

Encourage employees to express ideas and collaborate across departments

Provide skills and resources to all for employee upward mobility within this organization and professional growth

Ensure Wake Forest is a competitive employer in the local government job market





Fiscal Strength

STRATEGIES

Maintain and improve the Town's bond rating

Maintain financial stability of Town

Assess development agreements for public/private partnerships



TOWN *of*
WAKE FOREST