

## **City of Denison Core Purpose & Core Values**

### CORE PURPOSE

To responsibly provide municipal services that enhance the quality of life of our citizens, encourage commerce and industry, and promote the health, safety and general welfare of the community.

### CORE VALUES

**SERVICE** – being open and approachable to council members, citizens and our fellow employees at all times; treating our customers like we would like to be treated; fostering a servant’s heart in ourselves and each other by conscientiously doing what is best for the community in all cases; passionately committed to serving others; helping to make our citizens lives better; finding ways to say yes.

**TEAM WORK** – recognizing the importance of working together to meet everyone’s needs, treating everyone with respect and equality; sharing resources and information freely; communicating regularly and honestly with council members, citizens and employees; having a can do attitude.

**ACCOUNTABILITY** – delivering on promises made, taking personal responsibility for achieving community minded goals; keeping each other honest, humble and proud of our individual and collective accomplishments as an organization and as a community.

**COMMITMENT** – demonstrating through our actions that we can be counted on to do what we say we will do, in the timeframe we say we will do it in; leading by example; consistently doing what is necessary, expected and required, and when able to do so, exceeding expectations.

**INTEGRITY** – possessing an unwavering commitment to doing the right things right; consistently adhering to high professional and ethical standards; keeping commitments to our citizens, co-workers and others.

### ORGANIZATIONAL VISION

Within thirty (30) years, the City of Denison will be known as a thriving, regional leader that other communities strive to be like, and where people consciously decide to live and locate their businesses. It will be a beautiful City, with quality, well maintained housing for all income levels. It will serve as a regional employment center and provide a rich and varied shopping experience. It will be a community that offers regionally renowned parks and recreation facilities and it will be well known for enjoying an excellent quality of life.