

Vision vs. Mission

Vision – A vision is a statement of what you would like to become. An effective vision statement is inspirational and aspirational. It creates a mental image of a future state. A vision statement should challenge and inspire. A vision statement describes how the city would appear in a future successful state.

When developing a vision statement, try to answer this question: If the city were to achieve all of its strategic goals, what would it look like 20 years from now?

Mission – A mission is a statement of how you will accomplish the vision.

A mission statement explains the city's reason for existence. It describes the city, what it does and its overall intention. The mission statement supports the vision and serves to communicate purpose and direction to stakeholders. The mission can change to reflect the city's priorities and methods for accomplishing its vision.

Arizona Examples (*As available on the Internet)

Wickenburg

- Vision Statement: Wickenburg will be known as the best Western town in Arizona and one of Arizona's best places to live, raise a family, do business and enjoy an outdoor lifestyle.
- Mission Statement: The mission of the Town of Wickenburg is to provide excellent customer service and a clean, safe and vibrant Western community for the benefit of all residents, businesses and visitors.

Phoenix

- Vision: We will make Phoenix a great place to live, work and visit by fostering a dynamic and sustainable environment with exceptional public services.
- Mission Statement: To improve the quality of life in Phoenix through efficient delivery of outstanding public services.

Flagstaff

- Vision: The City of Flagstaff is a safe, diverse, just, vibrant, and innovative community with a unique character and quality of life for all. The City fosters and supports economic, environmental, educational, and cultural opportunities.
- Mission Statement: To protect and enhance the quality of life for all.

Scottsdale

- Vision: We hope to create a safe, attractive city for ourselves, our children, and for future generations. We envision a city where the natural environment is protected, where excellent services are provided, and where citizens are true partners in their city government. We aspire to create a city that is economically healthy and a good place to do business. We envision a city that has balanced mobility options and connections to citywide and regional networks. We see our community as a great place to live now and in the future.
- Mission Statement: Simply better service for a world-class community.

Tucson

- Mission Statement: To provide exemplary support to our City departments and the business community by offering strategic and innovative services and opportunities in the procurement of goods and services, through commitment to our values of accountability, ethics, impartiality, professionalism, service and transparency.

Prescott

- Vision: Living, working and enjoying quality recreation.
- Mission Statement: The mission of the City of Prescott is to provide Superior Customer Service, to create a financially sustainable city, and to serve as the leader of the region.”

Tempe

- Mission: Tempe creates outstanding value for those we serve through shared vision, superior service and sustainable practices.