

City of Northfield—Vision and Mission Statements

Below are the existing and proposed Vision and Mission Statements for the City of Northfield. The draft statements were designed to reflect comments made at the strategic planning retreat. The comments (ideas/phrases) are included for reference.

Existing Vision Statement:

Northfield values its unique heritage as a mill and college town, and will reflect its community identity by preserving its historic and environmental character and enhancing its citizen's quality of life.

Draft Vision Statement:

Northfield will be a safe, sustainable, and welcoming community. It will be known for its quaint downtown, world-class educational institutions, and commitment to economic and business success. As it grows, Northfield will continue its support of both agriculture and high quality urban living. Its inclusive environment and distinct heritage will attract families and businesses that will be proud to call Northfield their home.

Comments:

Equity, inclusiveness, heritage/cherished history, welcoming, safe, business friendly, balanced/sustainable growth, downtown, thriving, arts and culture, schools/education, whimsy, river, agriculture/food, world-class, collaborations/partnerships, natural environment

Existing Mission Statement

The City of Northfield is dedicated to providing effective and responsive public services to develop and enhance a livable, vibrant community

Draft Mission Statement

Working together, we will provide for the common good through the innovative delivery of high quality municipal services designed to achieve a safe, sustainable community.

Comments:

Common good, work together, excellence, safe, sustainable, innovation, engaged, values, building, high quality, mandated services