

**MUNICIPAL ORDER NO. 2098**

**AN MUNICIPAL ORDER OF THE CITY OF PADUCAH, KENTUCKY, APPROVING TWO CORE ELEMENTS OF THE CITY'S STRATEGIC PLAN (VISION AND KEY PERFORMANCE AREAS & OBJECTIVES); AND DIRECTING THE CITY MANAGER AND HIS STAFF TO ESTABLISH THE MISSION AND ORGANIZATIONAL VALUES FOR THE STRATEGIC PLAN AND PREPARE AN IMPLEMENTATION ACTION PLAN FOR THE FINAL CORE ELEMENT OF THE STRATEGIC PLAN**

**WHEREAS**, the Board of Commissioners of the City of Paducah believe that it is best interest of the citizens of Paducah for the City to formulate a strategic plan for the future growth of Paducah; and

**WHEREAS**, the Board of Commissioners of the City of Paducah have for the last nine (9) months been listening to its citizens and collecting input from its community to formulate a strategic plan for the City of Paducah; and

**WHEREAS**, after an analysis of its outreach efforts the Board of Commissioners of the City of Paducah have identified the core elements of the strategic plan; and

**WHEREAS**, the core elements of the strategic plan are as follows:

1. Vision
2. Mission
3. Organizational Values
4. Key Performance Areas & Objectives
5. Implementation Action Plan

**WHEREAS**, the Board of Commissioners have completed and desire to approve and adopt the following core elements: Vision and Key Performance Areas & Objectives; and

**WHEREAS**, the Board of Commissioners of the City of Paducah further desire to move forward with the Mission, Organizational Values and Implementation Action Plan core elements of the strategic plan; and

**WHEREAS**, to ensure that the strategic plan shall serve to inform and guide future City activities, the City Manager and his staff shall complete the Mission Statement, Organizational Values and prepare an Implementation Action Plan that identifies the measure type, performance measure, current performance, target, year, service areas and key tasks/next steps of each objective in the Key Performance Areas.

**NOW, THEREFORE**, by the adoption of this Municipal Order, the Board of Commissioners **HEREBY ORDERED THAT**:

SECTION 1. That the Vision of the City of Paducah is as follows:

Paducah is a city where people strive to reach their full potential through lifelong learning, creativity, culture and compassion for one another.

SECTION 2. That the Key Performance Areas of the City of Paducah are as follows:

- Maintain a High Level of Safety for All
- Develop Healthy and Sustainable Neighborhoods
- Maintain Thoughtful and Modern Infrastructure
- Provide Open, Smart, and Engaged Government
- Enhance Arts and Culture
- Empower Upward Economic Mobility for All
- Provide Excellent Recreation Experiences for All Ages and Abilities
- Celebrate a Diverse Community

SECTION 3. That the City Manager and his staff are directed complete the Mission Statement, Organizational Values and prepare an Implementation Action Plan that identifies the measure type, performance measure, current performance, target, year, service areas and key tasks/next steps of each objective in the Key Performance Areas. The City Manager and his staff are further directed to prepare such action plan in a format consistent with the action plan worksheets that are attached hereto as **Exhibit A** and incorporated herein by reference. These action plan worksheets are to be completed and submitted to the City Clerk on or before August 30, 2018.

SECTION 4. This Municipal Order shall become effective on the date of its adoption and shall remain in effect until amended or repealed by action of the Board of Commissioners of the City of Paducah, Kentucky.

\_\_\_\_\_  
Brandi Harless, Mayor

ATTEST:

\_\_\_\_\_  
City Clerk

Adopted by the Board of Commissioners \_\_\_\_\_  
Recorded by the City Clerk \_\_\_\_\_  
mo\Strategic Plan 2018 Final

**EXHIBIT A**  
**ACTION PLAN WORKSHEETS**

See attached.